



Media Release

Singapore Swimming Association inks three-year deal with 100Plus

3 July 2015 – Riding on the fraternity's best-ever Southeast Asian Games (SEA Games) showing, aquatic sports in Singapore received yet another boost, Singapore Swimming Association (SSA) has teamed up with popular sports beverage brand 100PLUS for a three-year sponsorship deal.

The partnership deal, which is in both cash and in-kind, will see 100PLUS named as SSA's Official Hydration Partner right through till 2018. The sponsorship announcement is the second such deal to follow soon after Singapore Aquatics' impressive 42-medal haul at the 28th SEA Games in June 2015.

As part of the deal, 100PLUS will provide its signature isotonic drinks to volunteers, officials, athletes and guests at upcoming local and world class aquatics events hosted in Singapore by the SSA. These include the FINA World Juniors, FINA World Cup and FINA Diving Grand Prix.

In addition to the provision of beverages, 100Plus' sponsorship includes cash donations which support various athletes' training programmes across the four aquatic disciplines and this will go a long way towards mitigating high operational costs for sporting events.

The National Sporting Association has seen growing support from the corporate sector for aquatics in Singapore. This development is something Mr Lee Kok Choy, President, SSA welcomes.

He said: "Sport unifies and brings a community together. It's fantastic to see an unprecedented outpouring of corporate support for sport and aquatics in Singapore. Our partnership with 100Plus is in line with SSA's overarching strategy to obtain corporate sponsorship and funding so that we can fully develop and nurture our talent pool of athletes."

A well-known brand in the local sporting scene, 100PLUS has been consistently supportive of major sporting events in Singapore. More recently, the brand was an Official Partner of the 28th SEA Games.

Ms Jennifer See, General Manager, F&N Foods Pte Ltd, commented, "100PLUS has been a great supporter of athletes and individuals who embrace sports, and we are very proud to sponsor the SSA. Today's announcement demonstrates our commitment in grooming local athletes who have the potential to shine in the international arena. We want to enable athletes to go further and do better."

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ABOUT SINGAPORE SWIMMING ASSOCIATION

The Singapore Swimming Association (SSA) is the National Sports Association governing aquatic sports in Singapore. These include five key disciplines – diving, open water swimming, swimming, synchronised swimming and water polo. As the national governing body, SSA spearheads its vision of developing the Republic to become a leader in aquatic sports – regionally as well as globally. Closer to home, SSA collaborates with various affiliate clubs and stakeholders, to proactively nurture a greater depth of local talent through various outreach efforts and programmes.

ABOUT 100PLUS

100PLUS – Singapore’s No. 1 isotonic drink, 100PLUS is a specially formulated, thirst and body-“quencher” that helps to replenish lost fluids, energy and electrolytes to combat the effects of dehydration, heat, and exertion – enabling one to achieve peak performance in daily active lifestyle. 100PLUS has been a supportive partner to hydrate Singaporeans in major sports events and marathons since its inception in 1980s.

ABOUT FRASER AND NEAVE, LIMITED

Established in 1883, Fraser and Neave, Limited (“F&N”) is a leading Southeast Asia Consumer Group with expertise and prominent standing in the Food & Beverage and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&N provides key resources and sets strategic directions for its subsidiary companies across both industries.

Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. F&N is present in 12 countries spanning Asia Pacific, Europe and the USA, and employs over 8,500 people worldwide.

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