

PRESS RELEASE

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KULARA WATER WINS 2019 EUROCHAM CSR AWARD

The first edition of the CSR Awards (Corporate Social Responsibility) organized this year by Eurocham, the European Chamber of Commerce in Cambodia, has just awarded Kulara Water Co., Ltd for all its commitments in terms of sustainable development.

Kulara Water won the 1st CSR Award 2019 in the "Large companies" category. This distinction recognizes and rewards Kulara Water's strong commitment to sustainable development since the launch of its natural mineral water, Eau Kulen, in 2013. Through this Award, the jury, co-chaired by His Excellency Sok Chenda Sophea, Minister attached to the Prime Minister and Secretary General of the CDC (Council for the Development of Cambodia) and H.E. George Edgar, Ambassador of the European Union to Cambodia, has highlighted Kulara Water's unique corporate strategy, as well as the relevance of its holistic approach.

Focusing on the three pillars of sustainable development (economic, social, and environmental), Kulara Water's commitments are implemented on a day-to-day basis, through quality and innovation, protection of natural resources and the environment, diversity and inclusion, fair remuneration, and also a strong skills development policy and recognition for its employees.

CSR at the heart of Kulara Water's growth model

Launched in 2013, Eau Kulen has emerged strongly in a market which was previously dominated by the large imported brands such as Vittel, Volvic, and Evian. The brand is now the number one mineral water in the Kingdom of Cambodia thanks to a unique corporate strategy built on values of excellence, solidarity, and sharing. The origin of the mineral water is a natural source found at the foot of Phnom Kulen (a sacred mountain of Cambodia and birthplace of the Khmer Empire). The rich balance of its minerals, including calcium and magnesium, also helps to explain Kulara Water's commercial and industrial success.

In the six years since its launch, Kulara Water's strong growth has helped create more than 160 sustainable direct and indirect jobs in Cambodia. Kulara Water also expresses its social responsibility through an ambitious reforestation program at the foot of the Kulen Mountains which aims to protect the source from any form of potential contamination. The program, initiated in 2018, aims to plant about 4000 trees a year and reintroduce more than 30 endangered native species of Cambodia to the area. Thanks to a real partnership approach with the Archaeology and Development Foundation (ADF), Kulara Water's initiative also includes education programmes for the younger generations to teach them the importance of the protection of natural resources and about biodiversity. Three primary schools in Phnom Kulen and nearly 400 children are involved to date.

About the 2019 CSR Awards

Organized by Eurocham, the 2019 CSR Awards has rewarded five companies at its inaugural award ceremony. In addition to Kulara Water, Artisans d'Angkor, Khmer Green Charcoal, Knai Bang Chatt, and the Chip Mong Insee Group were also recognized for their exemplary responsible approaches and strong contributions to Cambodia's economic development. Kulara Water's award was in the "Large companies" Category, beating numerous applications and 14 nominations, including competition from major companies such as ATS, Damco, DHL, IDP, La Plantation, Libra, PPCB Bank, Socfin Cambodia, Thalias, Total, and Smart Axiata.