



Media Release

Prima Limited establishes \$2 million scholarship at SMU

Singapore, 6 July 2018 (Friday) – Prima Limited, one of Asia's pioneer flour millers with a strong international reputation in the food industry, has made an endowed contribution of \$2 million to set up a new Scholarship to motivate outstanding incoming undergraduates of Sri Lankan nationality pursuing any degree programme at the Singapore Management University (SMU) to achieve academic excellence and to accord them the recognition for their accomplishments.

With matching contributions from the Singapore government, the total endowed fund for the Prima Ceylon Scholarship amounts to \$3 million.

Mr Primus Cheng, Chairman and CEO of Prima Limited, and SMU President Professor Arnoud De Meyer signed the gift agreement at SMU today. Also present at the event were His Excellency Nimal Weeraratne, Sri Lanka's High Commissioner to Singapore, as well as senior management and staff from Prima Limited and SMU.

Mr Cheng said "To mark the 40th anniversary of Prima Ceylon Private Limited, we think it is appropriate to donate to SMU to endow the "Prima Ceylon Scholarship" for the benefit of deserving Sri Lanka students studying at the university."

Professor Arnoud De Meyer said, "We would like to express our sincere appreciation to Prima Limited for setting up the Prima Ceylon Scholarship at SMU. This new gift by Prima Limited will not only take the Scholarship recipients on an educational journey that is holistic, and meaningful, it will also contribute to a richer and more vibrant educational environment in the university. We look forward to continuing this meaningful partnership with Prima Limited."

The Scholarship will be awarded annually commencing Academic Year 2019-20 and in perpetuity to a student with demonstrated financial needs, offering financial support towards the recipient's annual tuition fees and/or study-related expenses. Each non-bonded scholarship of \$90,000 is tenable for the recipient's four years of study, provided that the student maintains good results and continues to demonstrate high standards of personal conduct and remains active in community service and co-curricular activities. The recipient may be offered internship and/or recruitment opportunities by Prima Limited.

SMU and Prima Limited have a close and longstanding relationship stretching back to March 2000, just two months after SMU's establishment, when Mr Primus Cheng made an endowed gift of \$1.5 million to SMU to establish the Cheng Tsang Man Professorship in Accountancy in honour of his late father, the Honorary Life President and Founder of Prima Ltd. To date, 27 internationally renowned accounting experts have held Visiting Professorships under this gift, conducting joint research with SMU faculty as well as delivering public lectures.

In April 2011, to commemorate Prima's 50th anniversary, Mr Primus Cheng made a \$1 million endowed gift to SMU to establish the School of Accountancy Research Symposium, an annual research symposium which enables faculty from the School of Accountancy to interact with researchers from top schools worldwide.

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About Prima Limited

Prima Limited was founded in 1961 as the first flourmill in Singapore and one of the pioneer flour millers in Southeast Asia. This was in response to the Singapore Government's encouragement of foreign investments in its industrialisation programme.

"Prima" in Latin means "first". The company's Chinese name "Bai Ling Mai" literally means "a hundred-year-old wheat", signifying the company's longevity on a solid foundation.

From a modest flour miller, Prima has grown steadily to become an industrial group with international operations. Although we have diversified into other areas, our primary activities continue to remain in the food and allied industries.

About the Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the

business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

