



HAW PAR HEALTHCARE LIMITED

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SINGAPORE'S OWN INTERNATIONAL BRAND TIGER BALM SUPPORTS LOCAL ATHLETE DIPNA LIM PRASAD

Dipna Lim Prasad is Singapore's National Record Holder for 400m Hurdles and dubbed by some as Singapore's "Queen of Hurdles". She will graduate from Nanyang Technological University on 4 August 2014 with an honours degree in Sport Science and Management. She is in training full time for 2015 SEA Games and has support from Tiger Balm.

Like many athletes in Singapore, Dipna admits that "Many do not recognise sport as a career prospect in Singapore; rather just an extra-curricular activity. Because of that, there is a lot of pressure to find a job and get my professional career started especially since I have completed my undergraduate studies." Such a challenge including not least the lack of monetary and moral support for their dreams holds many back from committing to a full-time career in sporting excellence. Many ended up having to forgo their sporting aspiration for a job.

In the case of Dipna, she is encouraged that "Tiger Balm's support comforts me as it reminds me that I am not on my own, and that people believe in me." Tiger Balm's endorsement deal has certainly helped given her a morale boost and the assurance to train full time.

Dipna first approached Tiger Balm in 2012 to support her maiden Olympics with Tiger Balm ACTIVE range of pain relieving products which she needed for her training and her competition at the London Olympics. Since then, Tiger Balm products were part of Dipna's competition kit. "I always bring Tiger Balm with me wherever I compete," said Dipna.

Dipna has become officially the brand ambassador for Tiger Balm ACTIVE this year. Training for sporting excellence requires tremendous inner strength in an athlete to get through grueling training day after day, enduring the physical pain and intense muscle soreness that most can hardly imagine. Tiger Balm will be fully behind her in the lead-up to 2015 SEA

Games which is to be a key highlight of SG50. This event celebrates and displays the Singaporean spirit of sportsmanship and achievements. With Dipna's commitment to a high standard of performance through sheer hard work and dedicated training regime, Tiger Balm's ACTIVE range of products will be there to help her relieve all those muscles aches and pains moments. She will be a good example and an inspiration to all budding sportsmen and sportswomen of Singapore.

"Tiger Balm is Singapore's very own homegrown brand that has become one of the world's leading topical pain-relievers. Tiger Balm takes pride in flying the Singapore's flag in over 100 countries where Tiger Balm is selling. As we celebrate Singapore's 49th birthday and countdown to Singapore's Golden Jubilee next year, it is quite natural for Tiger Balm to be backing Singapore's very own national sprinter and hurdler Dipna Lim Prasad in her aspiration to do Singapore proud at the 2015 SEA Games," said Mr A K Han, Executive Director of Haw Par Corporation Limited.

Haw Par Healthcare Limited - Corporate Profile

Haw Par Healthcare Limited manufactures, markets and distributes a range of healthcare products under their established brands, Tiger Balm and Kwan Loong. With nearly 100 years of history and proven success, the company's renowned Tiger Balm has been conferred the Heritage Brand Award and was selected as one of Singapore's most significant icons by The Design Society of Singapore.

Haw Par aims to deliver health and well-being through proven oriental wisdom. Besides its flagship Tiger Balm ointment, the company has launched an extended line of Tiger Balm products targeting relief of different types of bodily pain. Haw Par adopts a consumer-centric approach to product development and new products are launched based on consumer insights gathered from research of market trends worldwide. For instance, the Tiger Balm Neck & Shoulder Rub and the Tiger Balm Neck & Shoulder Rub Boost were introduced to cater to busy executives who need a pain relief solution for neck and shoulder pains, while the Tiger Balm Mosquito Repellent Patch appealed to mothers in need of natural protection for their children. The sub-brand Tiger Balm ACTIVE was launched in 2011 to meet the needs and demands of the modern athlete and sporting individuals and has been the official muscle rub for marathons and other sport events in Singapore.

Today, the Tiger Balm range of products is marketed in more than 100 markets worldwide through Haw Par's global distribution network. Haw Par works closely with partners around the world on new product development and constantly explores new partnerships and opportunities to bring the Tiger Balm range of products to more markets.

<http://www.tigerbalm.com/sg>