



Heineken Malaysia Berhad

Registration No. 196401000020 (5350-X)

58TH ANNUAL GENERAL MEETING

Thursday, 12th May 2022

Live Streaming will commence at 9.30 a.m.

Remote Voting will be available from 9.30 a.m.

Stay Tuned!



New Board Members



LAU NAI PEK (DAVID)

Senior Independent Director
Appointed on 21 May 2022
Malaysian | Age 69

- A finance professional with 35 years working experience.
- Retired from Shell Malaysia in 2011 after serving the Royal Dutch Shell Group for 30+ years.
- Served 12 years with Axiata Group Berhad and Celcom Axiata Berhad as Independent Director and Chairman of their Audit Committees, and 11 years with EPF as an Independent Investment Panel member.

New Board Members



RAQUEL B. ESGUERRA

Non-Independent Director

Appointed on 1 September 2021

Filipino | Age 56

- A senior HR executive with very strong HR experiences in various disciplines.
- Presently, Regional Senior Director of the People Function in HEINEKEN Asia Pacific.
- Previously, Regional Senior HR Director for the Emerging Markets Asia of Pfizer Inc (2017 – 2021).
- Prior to Pfizer, she had a long, distinguished HR career at Procter & Gamble (1987–2017).

01



MD's Presentation

Roland Bala
Managing Director
Heineken Malaysia Berhad



People



Total Employees
510

Board of Directors



Middle to Senior Management



Employee Engagement score
84%
(+2% vs 2020)

Performance Enablement Score
80%
(+2% vs 2020)

HEINEKEN
cares



>155 million steps

by HEINEKEN Malaysia employees
(July to December 2021)



150,000 meals

for communities in need during the pandemic



100,000 care packages

for victims of the December 2021 flood disaster

Planet



15.7%

reduction in CO₂ emissions compared with 2018



15.5%

reduction in water consumption since 2014



Balanced
289%

of water used in our beer and ciders
1st company in Malaysia to fully balance water used in its products



Zero Waste

to landfill



Performance



Revenue

+12%

to RM1.98 billion vs 2020



Profit Before Tax

+62%

to RM321 million vs 2020



FY21 Dividend

81 sen

per stock unit
(2020: 51 sen)



Contributed

RM1.14 billion

in taxes to the Government



A Challenging 2021

Heineken suspends Sungei Way brewery operations



BUSINESS

Friday, 04 Jun 2021 5:50 PM MYT



KUALA LUMPUR: [Heineken Malaysia Bhd](#) has suspended operations at its brewery in Sungei Way, Selangor after the government imposed mandatory halt on most businesses to curb the sharp rise in Covid-19 infection in the country.

Brewery stopped operations:

7 weeks in 2020

11 weeks in 2021

Navigating the Storm

Front-loaded cost & value initiatives

Continued investing in our core brands & innovations

Adapted to the new normal & staying agile

Transformed and built for the future

Safety as No. 1 Priority

Safeguarding the Health of our People

Bi-weekly screening tests for all staff

100% fully vaccinated & accelerating booster shots

Highly automated brewery

100% compliant with Government SOPs

Split teams work arrangement for office workers – transitioning to flexible working arrangements and adopting agile ways of working



Heineken® - the World's No. 1 International Premium Beer



Key campaigns in 2021

As the Official Beer Partner of UEFA Euro 2020, Heineken® launched the 'Enjoy the Rivalry' campaign

Heineken® 0.0 – Work Smart, Drink Smart campaign

#PerfectWithHeineken – year-end festive campaign

Tiger Beer – Malaysia's No. 1 Beer



Key campaigns in 2021

'Bring on the ONG' CNY campaign

Uncage Your Inner Fire with Tiger Crystal

Xperience the Xtraordinary – Tiger Street Food Virtual Festival

Guinness – The World’s No. 1 Stout



Key campaigns in 2021

31 Days of St Patrick’s Celebration

‘Ready When You Are’ campaign in conjunction with lifting of lockdowns and restaurants allowing dine-in patrons

Yet Another Triple Win at Putra Brand Awards



Demonstrates Consumers' Trust & Preference for HEINEKEN Malaysia's brands

Edelweiss – Feel the Alps!



HEINEKEN Malaysia launched the new premium wheat beer Edelweiss in 2021

Easy-to-drink modern wheat beer born in the Austrian Alps, made with all-natural ingredients to deliver a refreshing finish & subtle fruity aftertaste

Available across Peninsular Malaysia in bottles, cans and on draught

Brew A Better World



Our Commitment to Sustainability

Net Zero Carbon in production by 2030 and the full value chain by 2040

Water Conservation - Balanced more than 100% of water used in our products (achieved in 2020, 10 years ahead of goal) – in 2021, achieved 289% of water balancing target.

Responsible Consumption - 10% of Heineken® media spend on this

Community Impact:

- Tiger Chinese Education Charity Concert raised more than RM360 million for schools since 1994 (RM6 million in 2021)
- HEINEKEN Cares - 150,000 meals in 2021, additional 100,000 meals and care packages during the December 2021 flood relief efforts
- Supporting our Stakeholders through COVID-19

Introducing our new Finance Director

Karsten Folkerts

(appointed on 15 June 2021)



Prior to his appointment to HEINEKEN Malaysia, he was Chief Financial Officer/Head of Finance, Procurement and Digital & Technology for AB Heineken Philippines (ABHP) since January 2020, where he navigated ABHP through continuous COVID-19 lockdowns. Under these difficult circumstances, he has shaped a new future for HEINEKEN in the Philippines. He successfully managed the transition of the Philippines business from a joint venture structure with Asia Brewery to a new partnership.

Before moving to Manila, he was Finance Manager for Europe Export & Global Duty-Free for three years. Under his leadership, the Finance team has significantly improved business partnering capabilities, professionalized the revenue management approach in EE&GDF and strengthened the control environment, considerably impacting the business.

Joined HEINEKEN in 2007 as Finance Management Trainee, after which he was in Business Control and Project Management positions in VRUMONA, HEINEKEN Netherlands, and HEINEKEN Brazil.

2021 Financial Highlights

Revenue

Profit Before Tax

Higher in-home consumption as a result of the recovery of business and economic activities

Bold moves to right-size the organisation and cost base

Effective commercial and marketing investments

The Group's FY21 Revenue and PBT was still below 2019 levels, an indication that business was still under the recovery phase

**YTD 31 Dec
FY21 vs FY20**
(12 months ended 31 Dec)

+ 12%
from RM1.76 billion
to RM1.98 billion

+ 62%
From 199 million
to RM321 million

Comparison to pre-pandemic levels:

**YTD 31 Dec
FY21 vs FY19**
(12 months ended 31 Dec)

- 15%
2019: RM2.32 billion

- 22%
2019: 412 million

Proposed Dividend

**Single Tier
Interim Dividend**
(Paid in Nov 2021)

15 sen

**Single Tier
Final Dividend**
(Subject to approval of the
shareholders at the AGM – to be
paid in July 2022)

66 sen

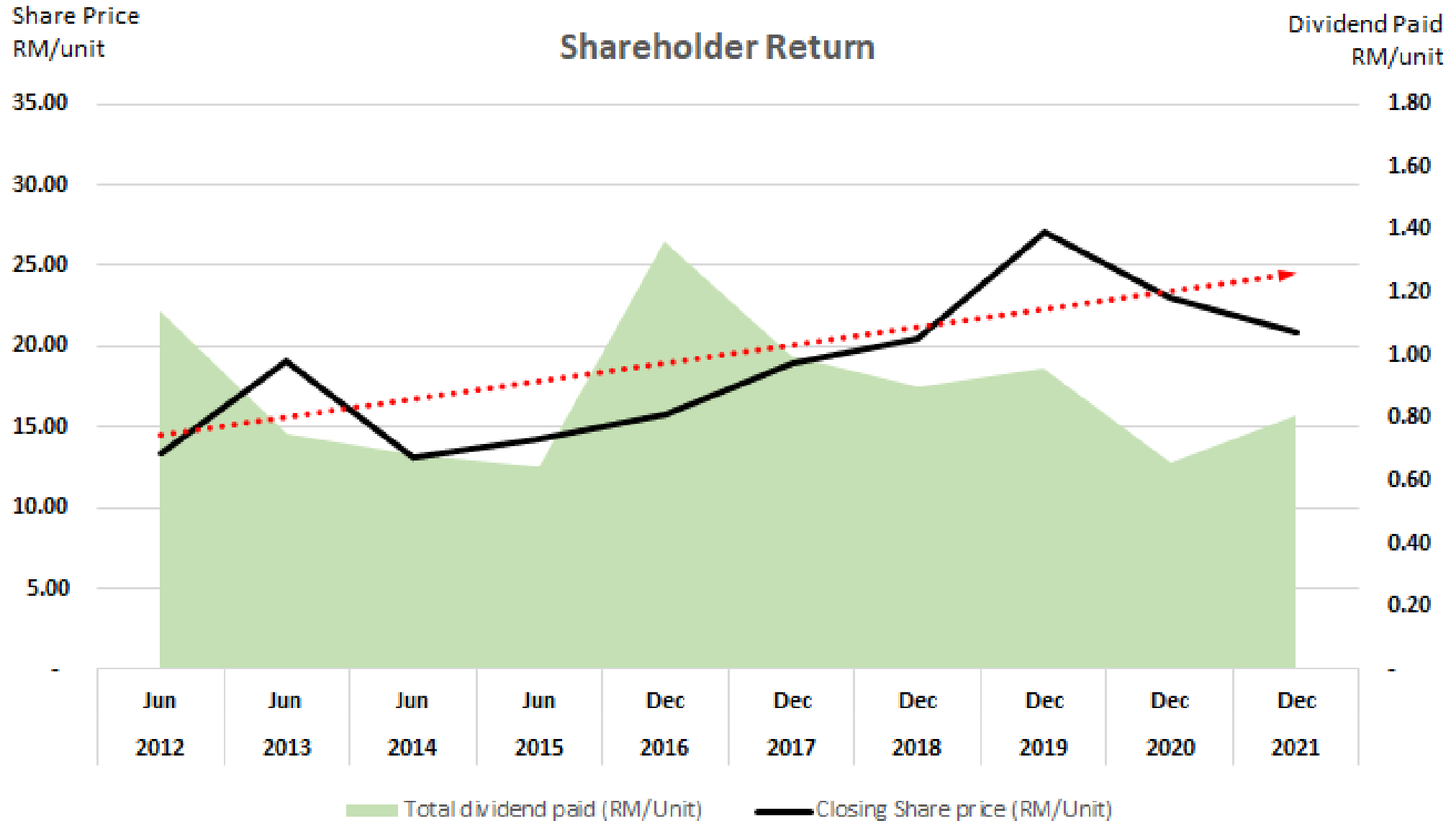
Total Dividend Payout for FY21

81 sen

per stock unit

Dividend Payout
representing
99.6%
of FY21 Profit After Tax

Creating Sustainable Shareholder Value



Q1 2022 HIGHLIGHTS

YEAR OF THE TIGER – CNY CAMPAIGN



LAUNCH OF HEINEKEN® BLADE



GUINNESS ST. PATRICK'S FESTIVAL



HEINEKEN® WYDND



GUINNESS DRAUGHT IN A CAN



STAR ACADEMY – HEINEKEN STAR QUALITY PROGRAMME

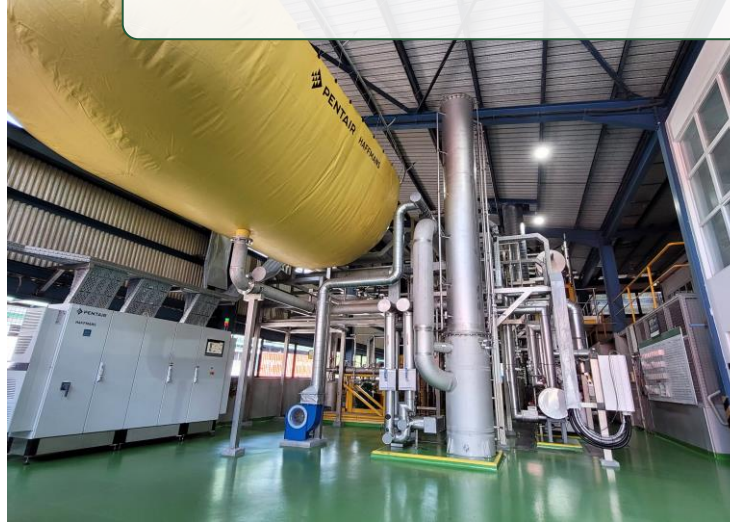


UPGRADE OF BREWERY FACILITIES

Power Distribution



CO₂ plant



Cooling plant



2022 Q1 Results

Q1 22 vs Q1 21
(3 months ended 31 Mar)

Revenue

+ 27%

from RM548 million
to RM698 million

Profit Before Tax

+ 60%

From 97 million
to RM155 million

Comparison to pre-pandemic levels:

Q1 22 vs Q1 19
(3 months ended 31 Mar)

+ 33%

2019: RM525 million

+ 120%

2019: 70 million

Higher sales volume driven by the easing of COVID-19 restrictions and effective execution of commercial campaigns during Chinese New Year.

Price adjustments for certain products in 4QFY21 and promotional spend optimisation have also contributed to the overall revenue growth in 1QFY22.

Group PBT improved, driven by revenue growth, as well as the right-sizing of the organisation and effective cost management initiatives implemented by the Group.



EverGreen

DRIVE SUPERIOR GROWTH

With consumer centricity, shape & lead premium category. Continue investing behind our brands.

FUND THE GROWTH

Cost & Value to drive efficiency, enabling reinvestments into our brands and business.

RAISE THE BAR ON SUSTAINABILITY & RESPONSIBILITY

Deliver on our ambition to become net zero carbon in production by 2030 and the full value chain by 2040.

BECOME THE BEST CONNECTED BREWER

Accelerate digital & technology to create a Unified Customer Ecosystem with a customer & consumer-first approach.

UNLOCK THE FULL POTENTIAL OF OUR PEOPLE

Promote a high-performance culture that boosts our strategic capabilities.

Outlook – Challenges & Opportunities

Asia

No more COVID-19 tests for fully vaccinated travellers entering Malaysia, masks optional outdoors from May 1

Check-ins via the MySejahtera contact tracing app will no longer be necessary, as the country broadly lifts COVID-19 curbs.



Rashvinjeet S Bedi

27 Apr 2022 04:56PM
(Updated: 27 Apr 2022 07:52PM)



Continued pressure on input cost due to currency and price volatility of raw and packaging material

Continued pressure on raw material supply following the Russia/Ukraine war

Transition to Endemic phase since 1 Apr

Further easing of COVID-19 restrictions from 1 May

100% industries allowed to fully operate, including entertainment outlets as of 15 May 2022

Improving travel demand to Malaysia

To continue executing our EverGreen strategy to accelerate recovery above pre-pandemic levels

