



# Heineken Malaysia Berhad 60th Annual General Meeting

MD's Presentation

*Roland Bala  
Managing Director*





# Heineken®



## Key Campaigns 2023



### Heineken® Ghosted Bar

won 1 Bronze Lion at the 2023 Cannes Lions Festival



### 150 Years of Good Times



### Heineken® x Motherchuckers

“That After Party” collection

# Tiger

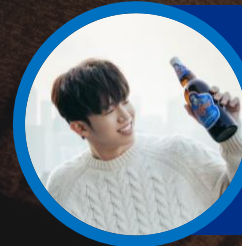


## Key Campaigns 2023



### Cheers to Bold Beginnings

Tiger Beer CNY Campaign



### Boldly Asian, Globally Acclaimed



### Tiger Den

Immersive experience celebrating Tiger's bold journey



**NEW**

**Tiger**

**SOJU**

**FLAVOURED LAGER**



For non-Muslims aged 21 years and above only.

소주첨가  
FLAVOURED LAGER

## NEW Tiger

Joining up with K-culture, Tiger ignites your imagination with its

# FIRST READY-TO-DRINK SOJU FLAVOURED LAGER

ABV: 5.5%  
Flavour: Gutsy Grape  
SKU Format: 325ml Pint Bottle  
320ml Sleek Can

Product: A bold twist of Tiger's iconic lager, flavoured with a touch of soju.

Taste: Tiger Soju Flavoured Lager is easy-to-drink, with a hint of sweetness yet retaining the refreshing beer aftertaste.





# Feel The Twist Launch Party



# Guinness



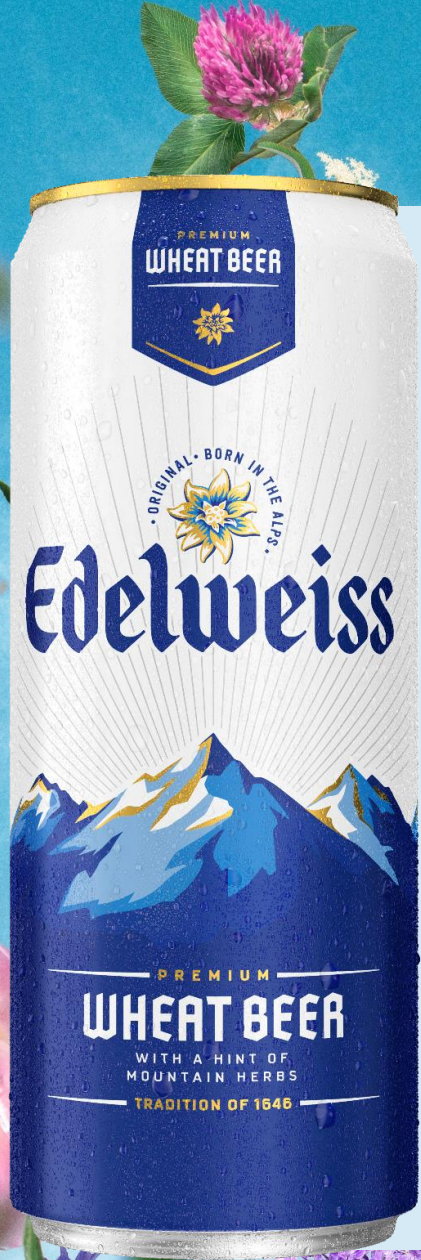
## Key Campaigns 2023

**Guinness  
St' Patrick's 2023**

**Guinness  
Flavour by Fire**

**Most Shareable Reel**  
International Stout Day  
celebration





# Edelweiss



## Key Campaigns 2023



### Edelweiss Weekend Unwind

one-of-a-kind urban escape with music, games and creative workshops



### Bronze at Putra Aria Brand Awards

First award for the brand since being introduced in Malaysia in 2021



# HEINEKEN Malaysia Star Academy

## National Star Academy Championship and Training 2023

1,250 bartenders from KL, Selangor, Johor, Penang, Perak, Sabah, and Sarawak trained and perfected the Heineken® Star Quality Serve and Guinness Perfect Pour.



# Accelerating Digitalisation



## e-B2C – Drinkies

- First party data - 8% of Malaysia's drinking population

## e-B2C – Shopee

- 10.10 and 12.12 - 3rd top-selling brand – Groceries (F&B)

## e-B2B - Digital Order Transfer (DOT)

- >13,000 installations



# Brewery Upgrade Completed



Upgrade of technology and modernisation of facilities



Wastewater treatment plant



Solar PV on-site

# Sustainability Highlights



## Environmental

**65%**

CO<sub>2</sub> reduction in production (Scope 1 & 2) vs 2018

**100%**

Renewable Electricity

**>200%**

Water Balanced since 2020

**21%**

Water Efficiency improvement vs 2014

**Zero**

Waste to Landfill

## Social

**43%**

women in BOD

**50%**

women in leadership positions

**RM26mil**

raised for 8 institutions via Tiger Chinese Education Charity Concert

**>850k**

meals for communities in need via HEINEKEN Cares

## Responsible

**>10%**

Heineken® media spend on responsible consumption

## Economic Contribution

**>RM1.4 billion**

tax contribution

**EnjoyResponsibly**

Grab promo codes for consumers across brand events and year-end festive period



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FY 2023 Financial  
Performance

*Karsten Folkerts  
Finance Director*



# Full Year 2023 Financial Highlights

	Revenue	Profit Before Tax	Net Profit
<b>Full Year 2023 vs Full Year 2022</b> (12 months ended 31 Dec)	<b>-8%</b> from RM2.86 billion to <b>RM2.64 billion</b>	<b>-14%</b> from RM595 million to <b>RM511 million</b>	<b>-6%</b> from RM413 million to <b>RM387 million</b>
<b>Full Year 2023 vs Full Year 2019</b> (12 months ended 31 Dec)	<b>+14%</b> from RM2.32 billion to <b>RM2.64 billion</b>	<b>+24%</b> from RM412 million to <b>RM511 million</b>	<b>+24%</b> from RM313 million to <b>RM387 million</b>

## Commentary

- Year of market normalisation
- Notable recovery in 2022 (Revenue +44% vs 2021).
- PBT -14% due to lower revenue
- Net Profit -6% due to absence of the one-off Prosperity Tax in 2023.
- Significant improvement vs pre-pandemic levels in 2019.

# Proposed Dividend

**Single Tier  
Interim Dividend**  
(Paid in November 2023)

**40 sen**  
per stock unit

**Single Tier  
Final Dividend**  
(Subject to approval of the  
shareholders at the AGM – to be  
paid in July 2024)

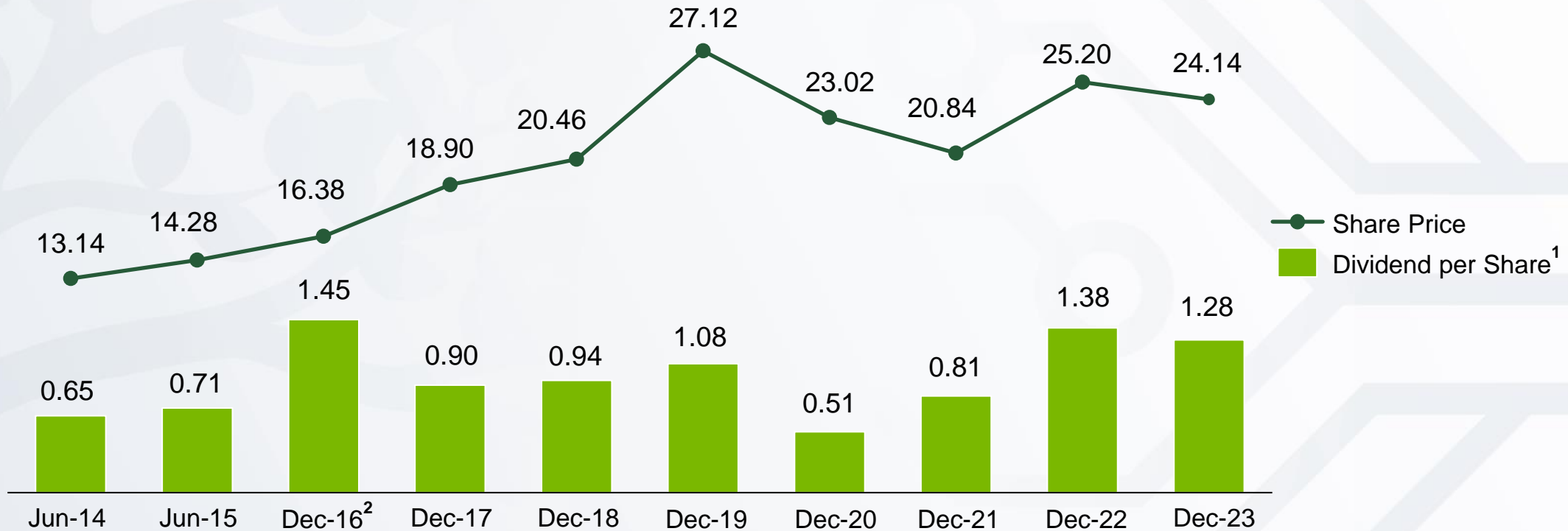
**88 sen**  
per stock unit

Total Dividend Payout for FY23

**128 sen**  
per stock unit

Dividend Payout  
representing  
**100%**  
of Full Year 2023  
Profit After Tax

# Creating Sustainable Shareholder Value



Earnings per Share  
Dividend<sup>1</sup> as % of  
Net Profit

0.66	0.71	1.41	0.89	0.94	1.04	0.51	0.81	1.37	1.28
98%	100%	103%	101%	101%	104%	100%	100%	101%	100%

<sup>1</sup> Dividend paid out as Interim & Special Dividend during year and Final Dividend after AGM in following next year.

<sup>2</sup> The financial reporting period in 2016 is for an 18-month period from 1 July 2015 to 31 December 2016 as a result of the change of financial year end from 30 June to 31 December in November 2015.





**Heineken Malaysia Berhad**  
**60th Annual General Meeting**

Q1 2024  
Financial Performance

*Karsten Folkerts*  
*Finance Director*



# Q1 2024 Results

	Revenue	Profit Before Tax	Net Profit
<b>Q1 2024 vs Q1 2023</b> (3 months ended 31 Mar)	<b>+ 7%</b> from RM740 million to <b>RM789 million</b>	<b>+ 12%</b> from RM145 million to <b>RM161 million</b>	<b>+ 11%</b> from RM110 million to <b>RM122 million</b>

## Commentary

- Post normalisation, an encouraging start in 2024
- Effective execution of Chinese New Year campaign and strategic commercial initiatives.
- Profit growth driven by strong topline, effective revenue and cost management.



# Heineken Malaysia Berhad 60th Annual General Meeting

Outlook &  
Strategic Priorities

*Roland Bala  
Managing Director*



# 2024 Outlook

## Challenges



Weakening Ringgit



Rising Cost of Living



Geopolitical Tensions

# 2024 Outlook

## Opportunities



Increase in Tourism



Stabilising Consumer Sentiment



Good CNY Momentum



## 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.

**THANK YOU  
ROLAND BALA**



**HEINEKEN**

# WELCOME

## MARTIJN RENE VAN KEULEN



Managing Director (Effective 1 July 2024)

Dutch | Age 48

Bachelor in Business Administration, Hanze University Groningen  
International Management Course, INSEAD

- Currently, Managing Director of HEINEKEN Myanmar, where he led his team to drive an ambitious transformation agenda and successfully delivered strong performance despite extremely challenging times facing the Company.
- Prior to HEINEKEN Myanmar from September 2018 to June 2020, Martijn was the Managing Director of Grande Brasserie de Nouvelle-Caledonie, a producer and distributor of beers and non-alcoholic drinks in New Caledonia.
- He was General Manager of HEINEKEN Kirin Japan (September 2015 to August 2018) and the Account Director for Modern Trade and Convenience at HEINEKEN Netherlands for five years (November 2010 to August 2015).
- Martijn joined HEINEKEN International in 2000 and held various Commercial positions before taking on the role as Global Account Manager for the HEINEKEN Global Duty Free and Travel Retail business where he spent four years.



