



# Heineken Malaysia Berhad 61st Annual General Meeting

MD's Presentation

*Martijn Rene van Keulen*  
*Managing Director*



# About me



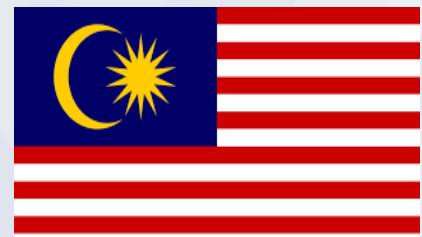
Sep 2015 – Aug 2018  
General Manager of  
HEINEKEN Kirin Japan



Nov 2010 - Aug 2015  
Account Director for  
Modern Trade &  
Convenience



2000  
Joined HEINEKEN  
international



Jul 2024 - Today  
Managing Director of  
HEINEKEN Malaysia



Sep 2018 – Jun 2020  
Managing Director of Grande Brasserie de  
Nouvelle-Caledonie in New Caledonia



Jul 2020 – Jun 2024  
Managing Director of  
HEINEKEN Myanmar

# Our purpose and strategy



Our purpose:  
**BREW THE JOY OF TRUE TOGETHERNESS  
TO INSPIRE A BETTER WORLD**

## 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.





# Heineken®



Celebrations are best  
when your phones  
take a rest.



Heineken® CNY Campaign



Heineken® Refresh



Player 0.0



Heineken® Celebrate  
Boring



# Tiger



**Cheers to a Bolder Tomorrow**  
Tiger Beer CNY Campaign



**Refreshingly Light,  
Perfect with Every Bite**  
Tiger Crystal Food Campaign



**Tiger® Beer becomes the Official  
Beer Partner of Manchester United**



# Guinness



## **Guinness CNY 2024**

Reuniting with Friends, it is just  
a Guinness away

## **Guinness St. Patrick's 2024**

Our Day to Remember

## **Guinness Harvest Festival 2024**

Gawai & Kaamatan

## **Guinness Celebrates The New Premier League Season**





# Unleashing the Power of Innovation



Tiger Soju



Edelweiss Peach



Guinness Draught in a Can



# Uplifting the service sector through Star Academy



National Star Academy  
Championship and Training 2024



2024 Heineken®  
Global Draught Championship



# Accelerating digitalisation through e-B2B and e-B2Cs



- 7,500 customers onboarded on eazle – our new eB2B platform.
- Went live with eazle Club – eB2B loyalty.



- 6.6, 7.7, 8.8, 9.9, 10.10, 11.11 and 12.12 – Ranked among the top-selling brands – Groceries (F&B)



Clinched 2 awards at Asian Experience:

- Malaysia Service Experience - E-Commerce: For our Drinkies Star Bar
- Malaysia Product Experience - E-Commerce: For our Draught Beer Party Package



# Sustainability & Responsibility are embedded in our business



Supporting the  
United Nations Sustainability Development Goals



Path to zero impact on the environment

Path to an inclusive, fair and equitable world

Path to moderation & responsible consumption



# Sustainability & Responsibility highlights in 2024



Installed 3,500 solar panels on the Sungei Way Brewery rooftop



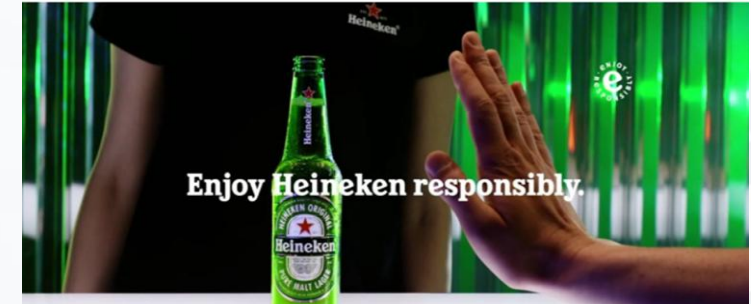
More than 20,000 hours of training provided to employees



RM19 million raised through Tiger Sin Chew Charity Concert, making it RM427 million since 1994

## Heineken Malaysia Promotes Responsible Festive Celebrations with Grab Vouchers

By Chad Merchant  
Posted on December 19, 2024



Invested >RM9 million to advocate for responsible consumption since 2010



# More information is available in our Annual Report







# Heineken Malaysia Berhad 61st Annual General Meeting

## Financial Performance

*Christiaan Johannes Folkerts*  
*Finance Director*





# Contributing to the socio economic development of Malaysians

- The beer industry employs more than 61,000 job across the value chain
- HEINEKEN Malaysia contributed RM1.45 billion in taxes, which is more than 50% of our total revenue in 2024





# FY2024 Financial Highlights

## FY2024 vs. FY2023

### Revenue

**+ 6%**  
from RM2.64 billion to  
**RM2.80 billion**

### Profit Before Tax

**+ 14%**  
from RM511 million to  
**RM584 million**

### Net Profit

**+21%**  
from RM387 million to  
**RM467 million**

- Revenue increased by 6%, driven by:
  - Effective commercial execution
  - Revenue management initiatives
  - Longer festive selling period
  - Year-end sell-in in preparation of an early CNY 2025.
  - Steady sales growth
- Group PBT and net profit increased, reflecting positive revenue trends, supported by effective cost management and reinvestment allowance tax benefits.



# FY2024 Dividend Payout

**Single Tier  
Interim Dividend**  
(Paid on 30 October 2024)

**40 sen**  
per stock unit

**Single Tier  
Final Dividend**  
(Subject to shareholders' approval ,  
to be paid on 23 July 2025)

**115 sen**  
per stock unit

Total Dividend Payout for FY2024

**155 sen**  
per stock unit

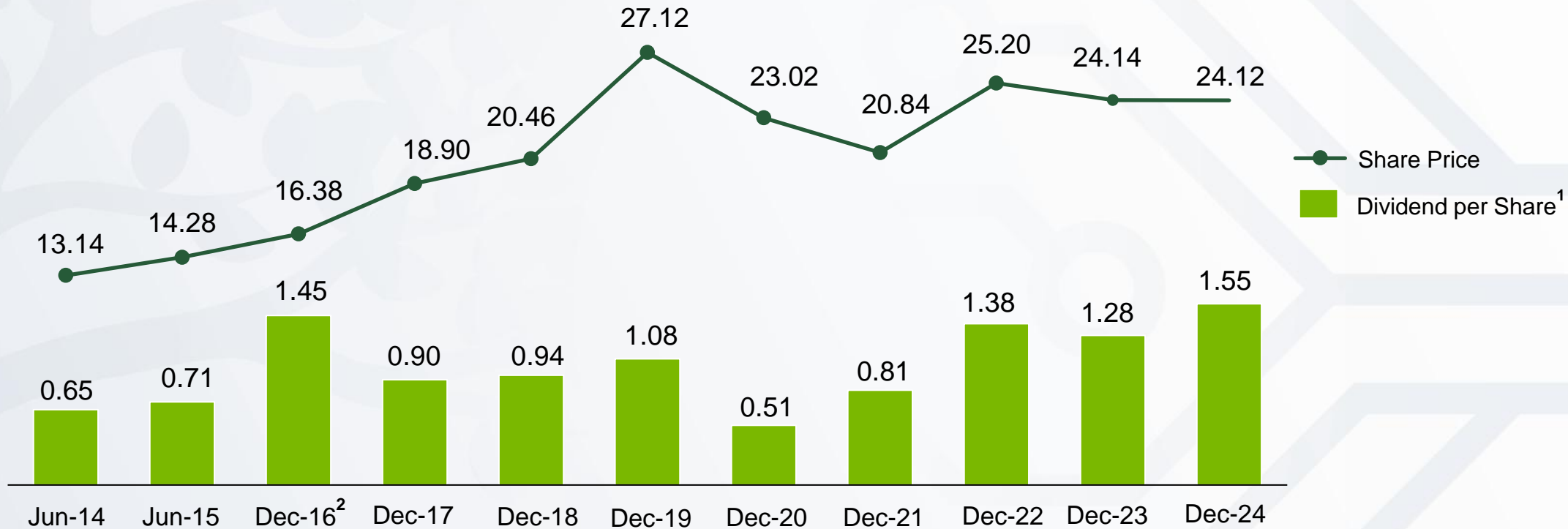
**Dividend Payout  
representing**

**100%**

**of Full Year 2024  
Profit After Tax**



# Creating Shareholder Value



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

0.66	0.71	1.41	0.89	0.94	1.04	0.51	0.81	1.37	1.28	1.55
98%	100%	103%	101%	101%	104%	100%	100%	101%	100%	100%

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



# 1Q FY2025 Results

1Q FY2025 vs 1Q FY2024  
(3 months ended 31 March 2025)



**Revenue**

**RM764  
million**

from RM789 million  
-3%

**Profit  
Before Tax**

**RM161  
million**

from RM161 million  
0%

**Net Profit**

**RM122  
million**

from RM122 million  
0%

- Shorter CNY 2025 sell-out period
- Profitability remained steady despite earlier CNY
- Effective cost management and financial efficiency contributed to the Group's resilient profitability.



# 2025 Outlook

## CHALLENGES



Geopolitical Tensions



Currency Fluctuations



Illicit Alcohol

## OPPORTUNITIES

Increased Tourism



Increased Disposable Income



Stepped Up  
Enforcement & Awareness



