

 **HEINEKEN**

52nd & 53rd

ANNUAL GENERAL MEETING

13th APRIL 2017



ANNUAL GENERAL MEETING

HANS ESSAADI
MANAGING DIRECTOR
HEINEKEN MALAYSIA BERHAD

Thursday, 13th April 2017

A NEW ERA

ACQUISITION
7th Oct 2015

INTEGRATION
From Nov 2015

**FINANCIAL
YEAR CHANGE**
25th Nov 2015

NAME CHANGE
21st Apr 2016



G·A·B[®]



 **HEINEKEN**
MALAYSIA

GOING FROM GREAT TO GREATER...



PEOPLE • PLANET • PERFORMANCE

With sustainability at the core of our business



PEOPLE



PLANET



PERFORMANCE

PEOPLE



21,000

training hours with an investment of over RM1.5 million



HEALTH & SAFETY

HEINEKEN Life Saving Rules



42%

GENDER DIVERSITY

Female Senior Managers



CULTURAL DIVERSITY

Nationalities



TALENT DEVELOPMENT

Short Term Assignments abroad
Asia Pacific Graduate Programme

PLANET



Invested
30%

of Heineken® brand's media budget on a responsible consumption campaign at the Formula 1® Petronas Malaysia Grand Prix

60



outlets partnered to Promote Drink Sensibly tips



+
215,000

consumers engaged through Drink Sensibly social media campaigns

PLANET

+ **RM1.6 million**



on growing communities through the **GAB FOUNDATION**

5 NEW COMMUNITIES

engaged in the Sungai Penchala **W.A.T.E.R PROJECT**



4.7%

Reduction in Water Usage vs 2015



5.3%

Reduction in CO₂ Emissions vs 2015



140

Green Refrigerators purchased

PERFORMANCE

18 months ended 31st December 2016

REVENUE

+ 4.9%

from RM2,678 million
to RM2,810 million



PROFIT BEFORE TAX

+ 11.1%

from RM495 million
to RM549 million



OPERATING CASH (Post-capex)

+ 2.6%

from RM476 million
to RM489 million

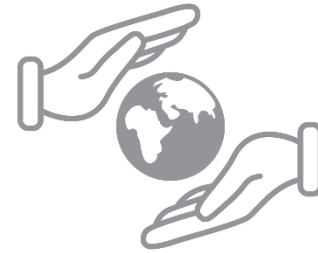


EXTERNAL CIRCUMSTANCES

Global Factors



Global Oil
Prices



Shift in
Balance of Power

EXTERNAL CIRCUMSTANCES

Challenging Domestic Environment



Contraband



Excise Duty
Increase



Slowdown in
Tourism



Devaluation of
Ringgit



SOFT CONSUMER SENTIMENT

EXCELLENT DIVIDEND PAY OUT

Commendable Results despite Challenging Environment

INTERIM & SPECIAL DIVIDENDS

(Paid in April 2016)

50 *sen*

2ND INTERIM DIVIDEND

(Paid in October 2016)

35 *sen*

FINAL DIVIDEND PROPOSED

(Payable in May 2017)

60 *sen*

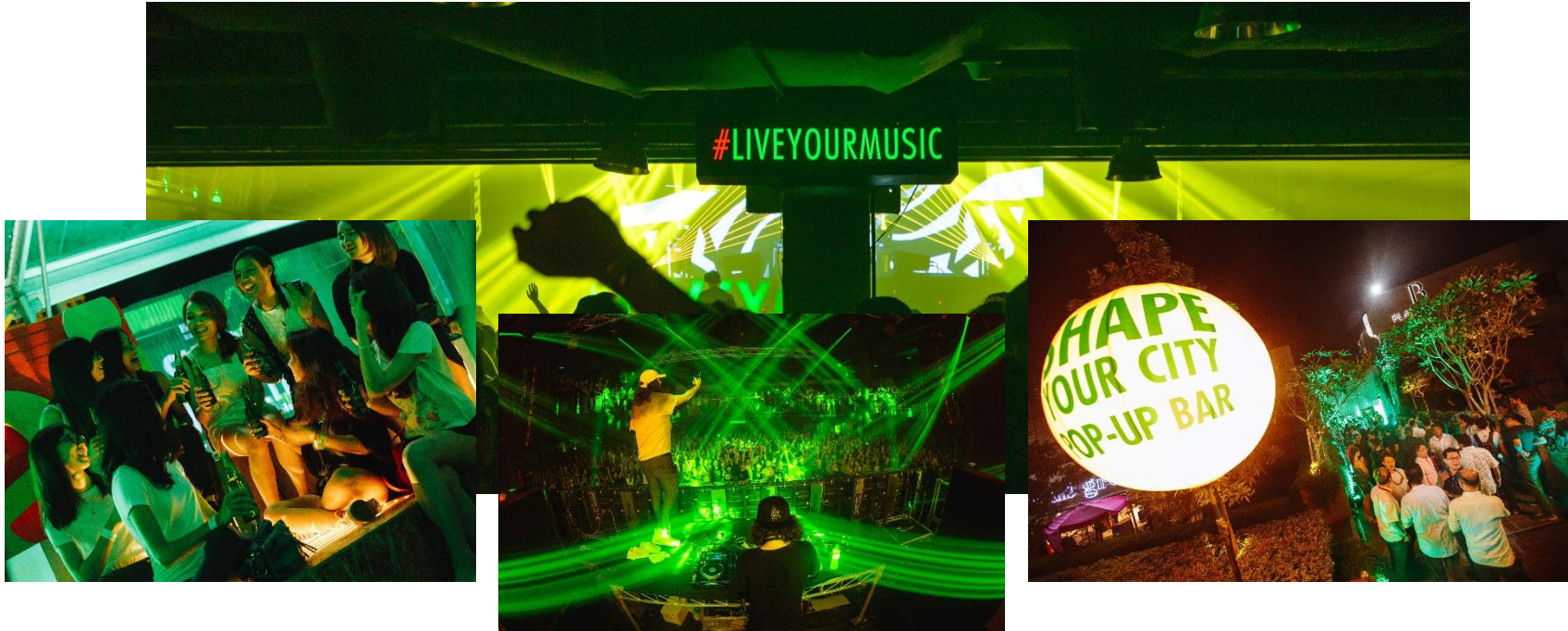
TOTAL DIVIDEND IN FY16

145 *sen*

Dividend for FY16 represents 103% of FY16's net profit.

OUR CORE BRANDS PERFORMED WELL

HEINEKEN® shaped the market with progressive and innovative experiences



OUR CORE BRANDS PERFORMED WELL

TIGER uncaged Malaysia as we continued roaring ahead



OUR CORE BRANDS PERFORMED WELL

GUINNESS inspired a bold performance that was truly made of more



INNOVATION

Penetration driven by a consumer-inspired approach



OUTLOOK

Environment expected to remain challenging in FY17



Global & Domestic
Economic
Uncertainties



Increase in
Regulatory
Requirements



Rising Demand
for Contraband



Cautious Consumer
Spending

STRATEGY

HEINEKEN Malaysia will continue to grow sustainably



Leveraging on an
Integrated Global
Supply Chain



Continue
Strengthening our
Iconic Portfolio



Investing in and
Developing our
People



Brewing A
Better World

