



G·A·B^U

FY15 H1

FINANCIAL RESULTS

AGENDA

GAB^Q



Highlights



**Financial
Review**



**Operational
Review**



FY15 H2



Prospects

FY15 H1 HIGHLIGHTS

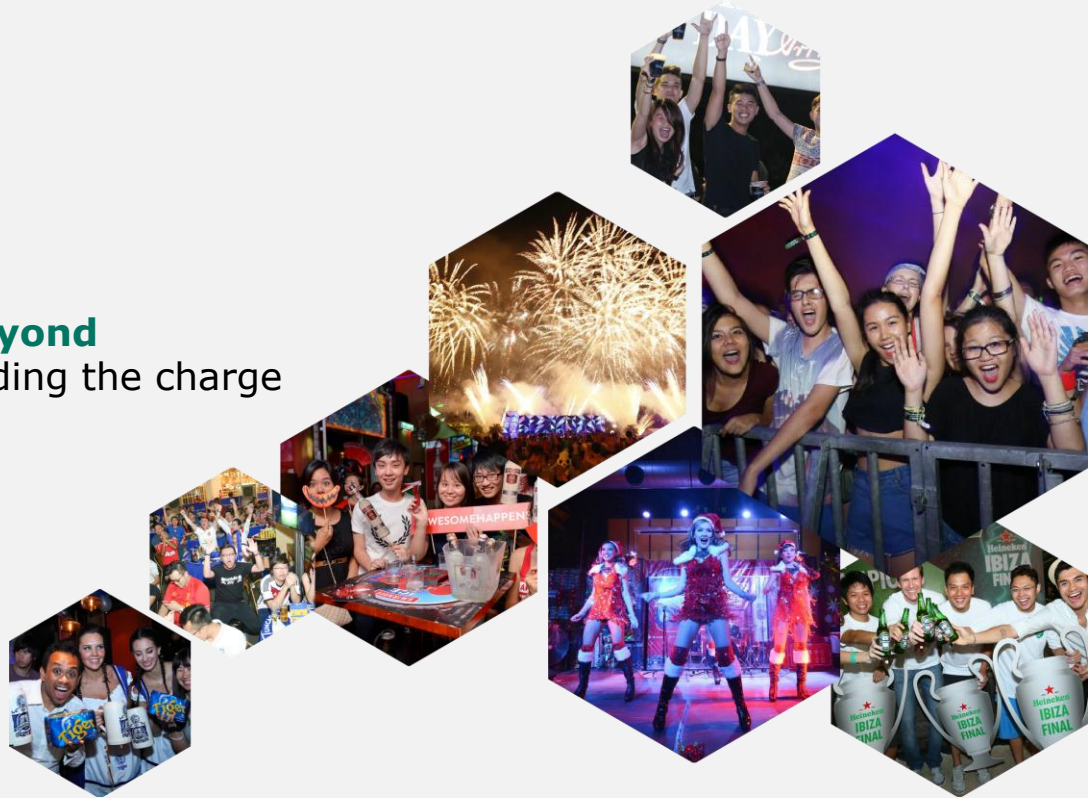


FY15 H1 HIGHLIGHTS



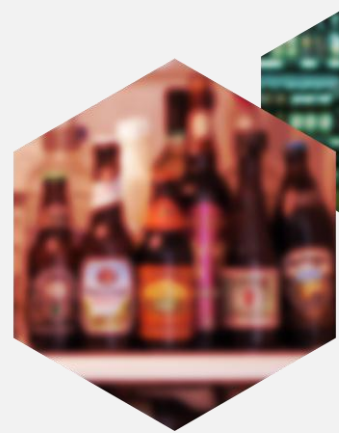
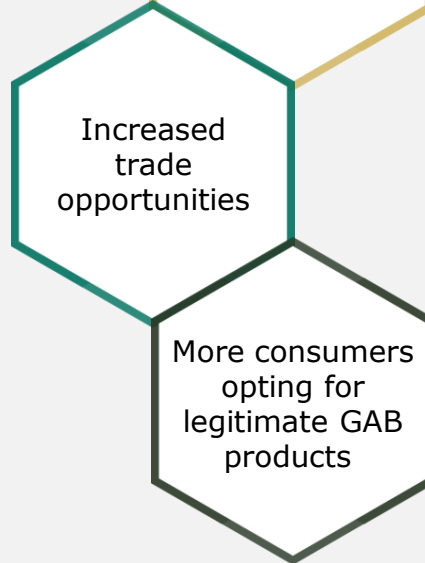
GAB continues to build momentum, driving positive performance in FY15 H1

- Total volume: + **6.0%**
- FY15 H1 revenue: + **10.8%**
- FY 15H1 profit after tax: + **13.0%**
- All core brands are **performing beyond expectations** with **Tiger Beer** leading the charge



FY15 H1 DRIVERS

1 Increased enforcement on Contraband



FY15 H1 DRIVERS

2

Excellent outlet execution

Brilliant
Execution
Standards

Constant Global
Benchmarking

Independent
Audits

Continuous
Improvement

Excellent
Outlet
Execution



FY15 H1 DRIVERS

3

Continued investments in brand building activities is paying off



FY15 H1 DRIVERS



4 Reaped benefit of innovation

- Innovation extends our portfolio beyond current consumers, occasions and market.
- Provide consumers with more great moments and drinks by extending our core beer portfolio with exciting new products and the creation of near beer categories.



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FINANCIAL HIGHLIGHTS

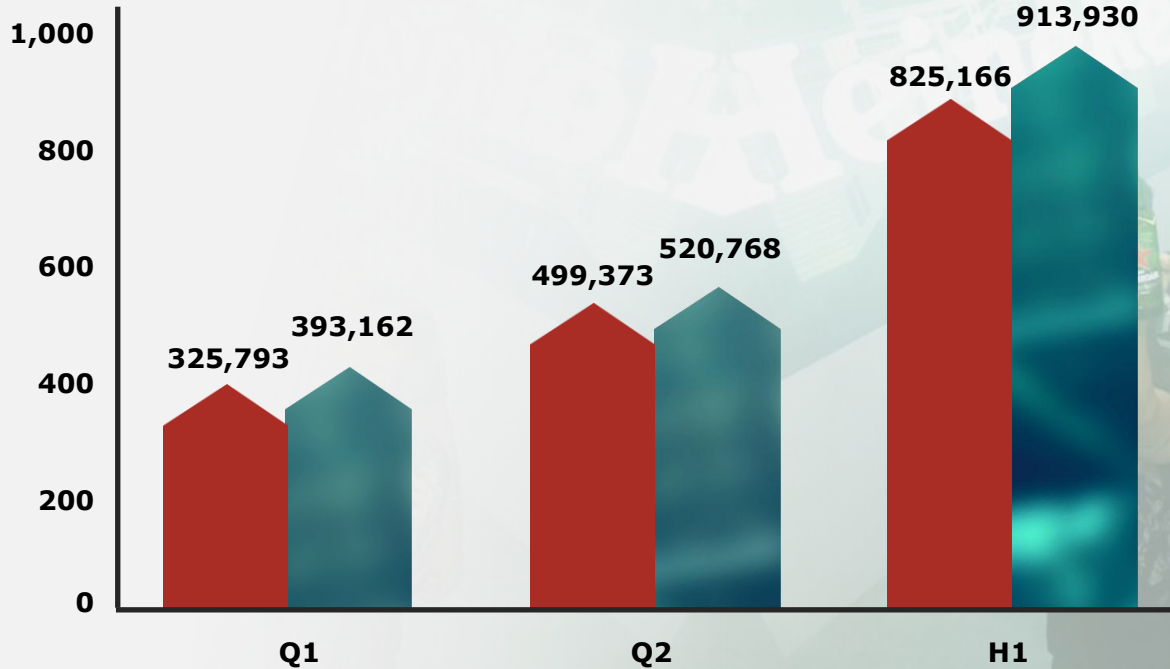
FY15 H1 KEY NUMBERS

	FY14 H1	FY15 H1	VAR %
Revenue	825,166	913,930	10.8%
Operating Profit	156,099	175,169	12.2%
Profit After Tax	115,712	130,714	13.0%
Cashflow	54,121	93,756	73.0%

FY15 H1 REVENUE

H1 revenue saw a double digit increase

RM '000



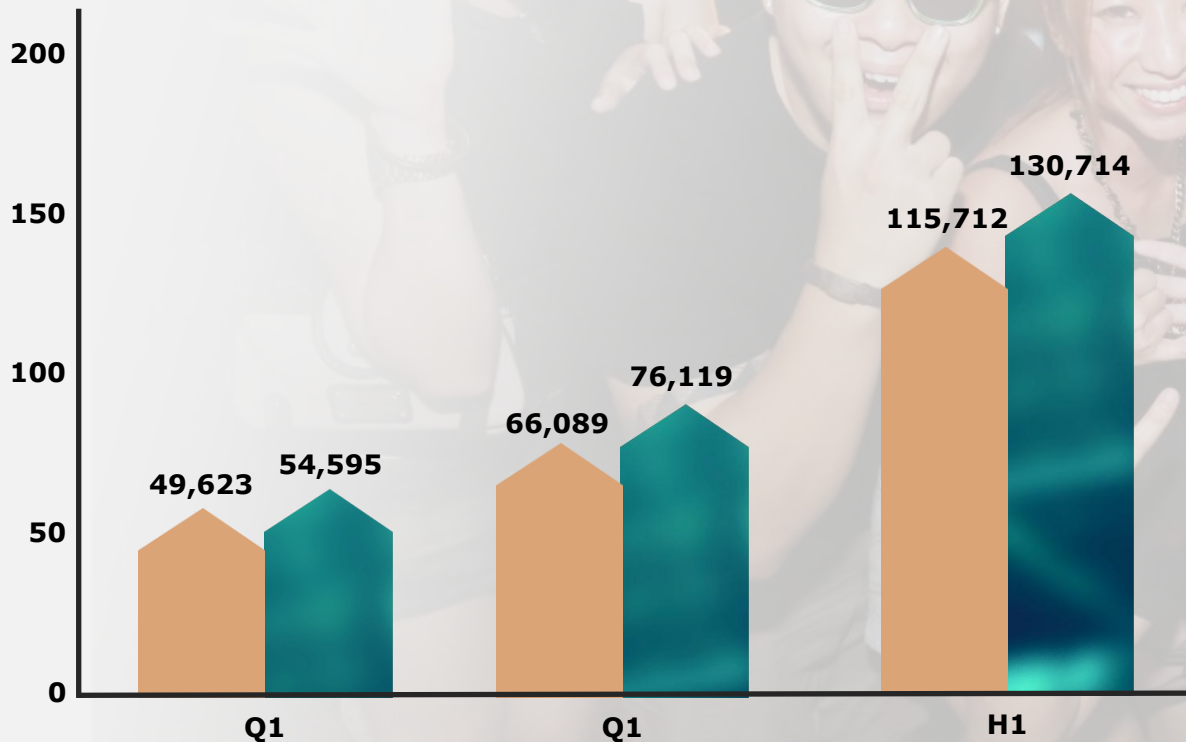
↑
10.8%

FY14

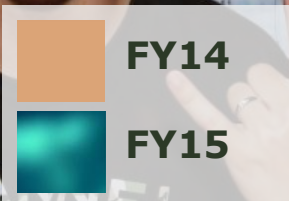
FY15

FY15 H1 PROFIT AFTER TAX

H1 Profit After Tax also increased by double digits



↑
13.0%



FY15 H1 Environment



Consumer confidence was volatile

- GDP rate: 5.5% to 6.0%
- Inflation rate: +3.2%
- Malaysia's consumer confidence was volatile: - 10 points in 2014 Q4



FLOOD RELIEF – GAB FOUNDATION



Invested over RM 180,000 on Flood Relief initiatives:

- Aid to employees who are affected
- Provided funds to Red Crescent
- Rebuilding Homes initiatives

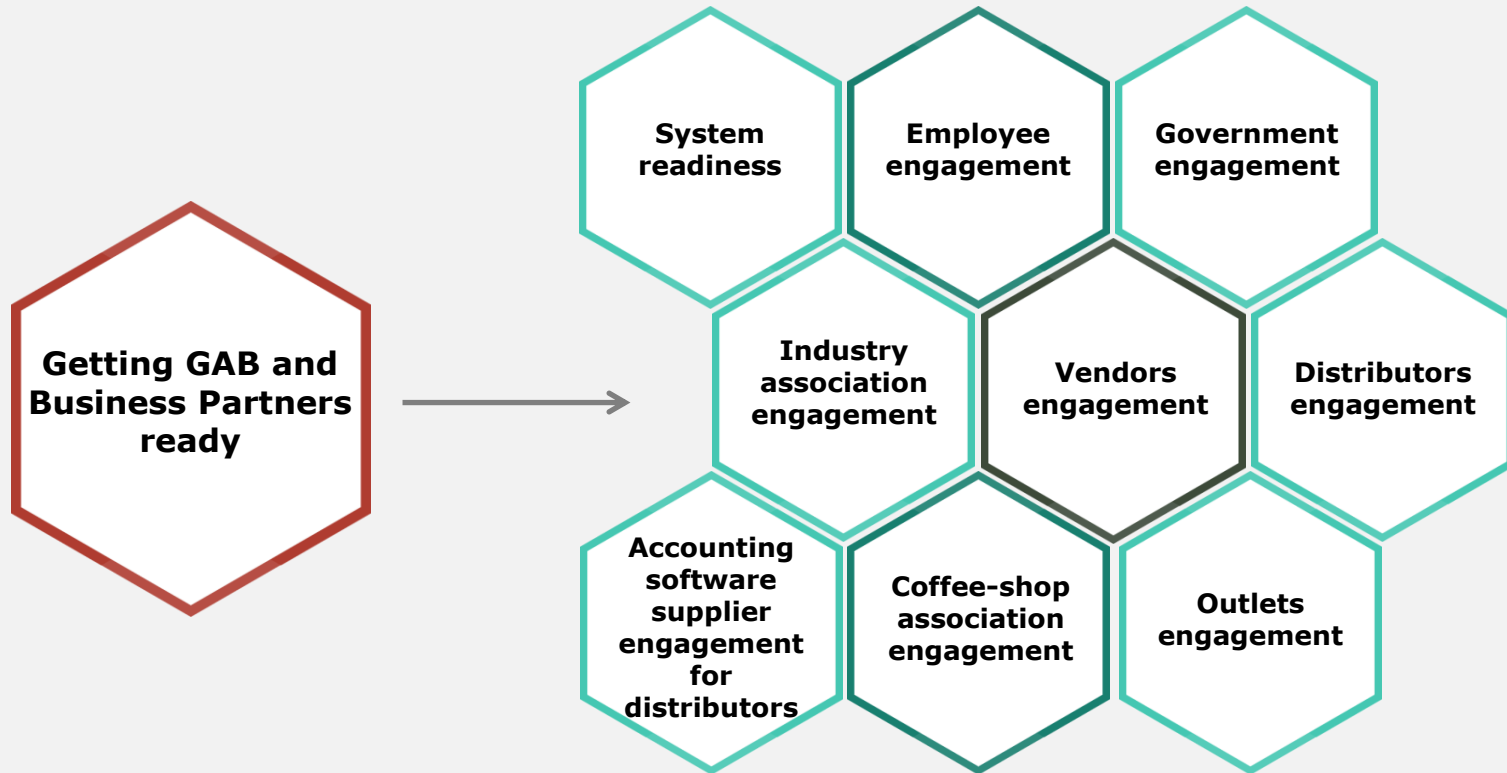


Invested over RM 600,000 on Water Conservation initiatives:

- Conducted Business community Training
- Hosted Perak's first River Carnival



GST PREPAREDNESS TO DATE

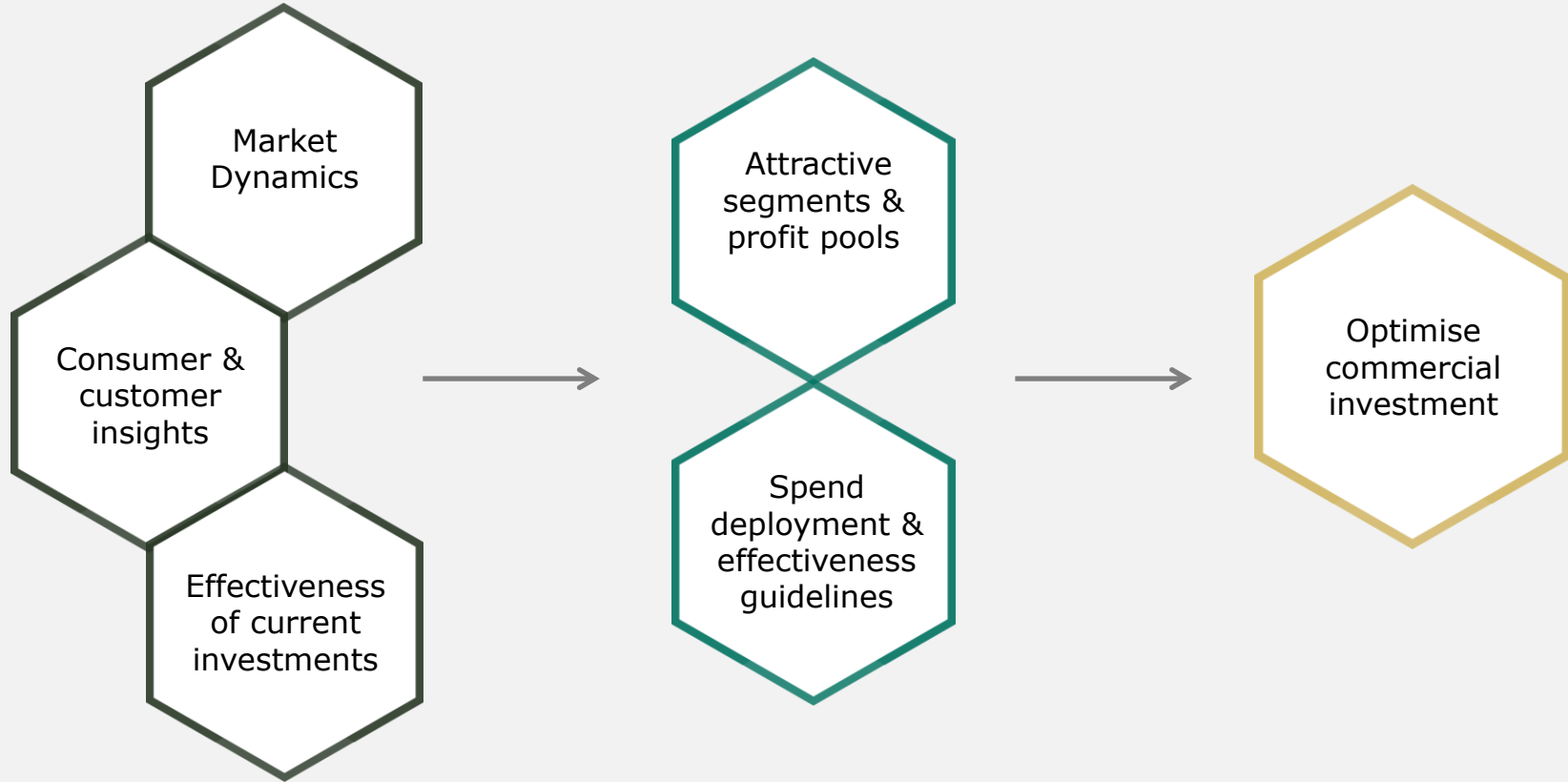


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FY15 H1 OPERATIONAL REVIEW

COMMERCIAL EFFECTIVENESS

GAB Conducted in-depth study of company's commercial investments



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FY15 H2

STRATEGY MOVING FORWARD

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Cost efficiencies



**Win with our
core brands**



**Excellent Outlet
Execution**



Innovation



**Support government
in fight against
contraband**

TIGER & TIGER RADLER



- **Tiger Uncage Campaign**



- **Tiger Translate**



- **Tiger FC– Big Away Game**

TIGER & TIGER RADLER



- Tiger Radler - CNY print campaign
- Sampling activities in on & off trade



- Pop Up Parties

发挥爱心, 弘扬华教

华教为教育事业的基石, 是培养国家栋梁的摇篮, 也是社会进步的基石。华教的发展, 关系到国家的未来, 关系到民族的命运。华教的发展, 需要全社会的共同努力。华教的发展, 需要全社会的共同参与。华教的发展, 需要全社会的共同支持。华教的发展, 需要全社会的共同奉献。

项目	名称	承办单位	协办单位	电话
1271	华教中心	吉隆坡华教中心	雪兰莪华教中心	27-4226514
1272	华教中心	芙蓉华教中心	怡保华教中心	07-2802153
1273	华教中心	太平华教中心	居林华教中心	05-2776185
1274	华教中心	安南华教中心	峇株巴辖华教中心	09-5290993

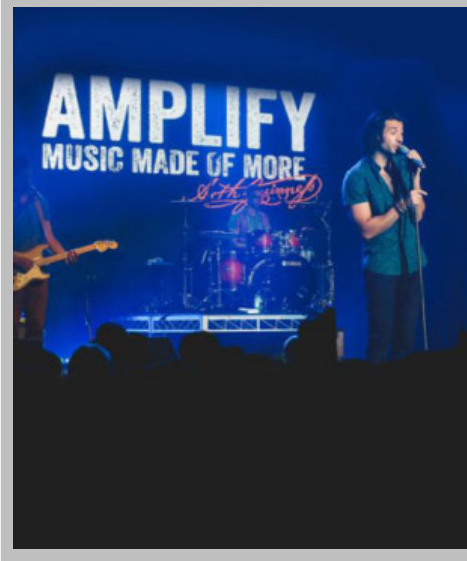
- CECC Phase II
- Targeting to raise RM3mil

GUINNESS

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- **St Patrick's Day**



- **'Made of More' campaign**



- **Guinness Tower promotion**



- **Heineken Consumer Party**



- **Heineken New Can Design**

STRONGBOW

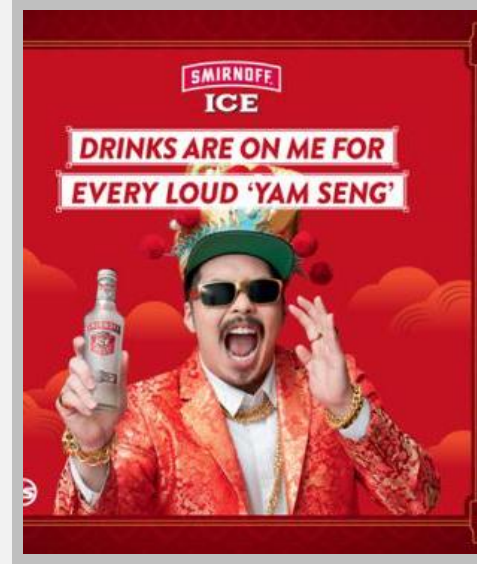
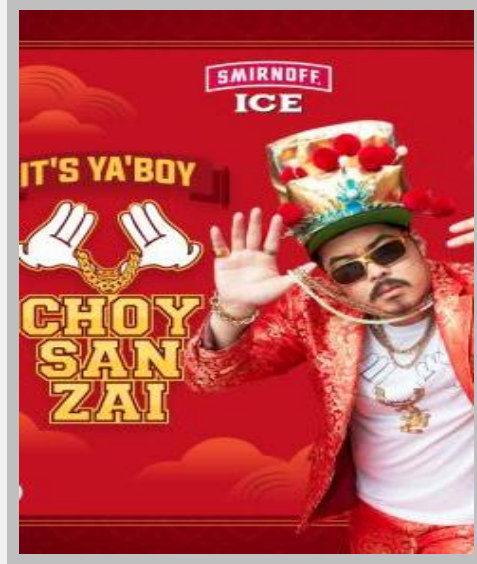
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Continue to build awareness & encourage trial

SMIRNOFF ICE – CNY CAMPAIGN

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#Ongsomehappens

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FY15 H2 PROSPECTS

Challenges

- Operating environment volatility
- GST transition
- Contraband products

Approach

- Comprehensive core strategy & preparedness
- Continue to create excitement around the beer category
- Excellent outlet planning & execution
- Take proactive action to work with customs on contraband issues

CONFIDENT THAT WE CAN DELIVER

COMMENDABLE PERFORMANCE IN FY15

G·A·B[®]

