

FY17 Financial Results Media & Analyst Briefing

Wednesday, 14 February 2018

FY2017

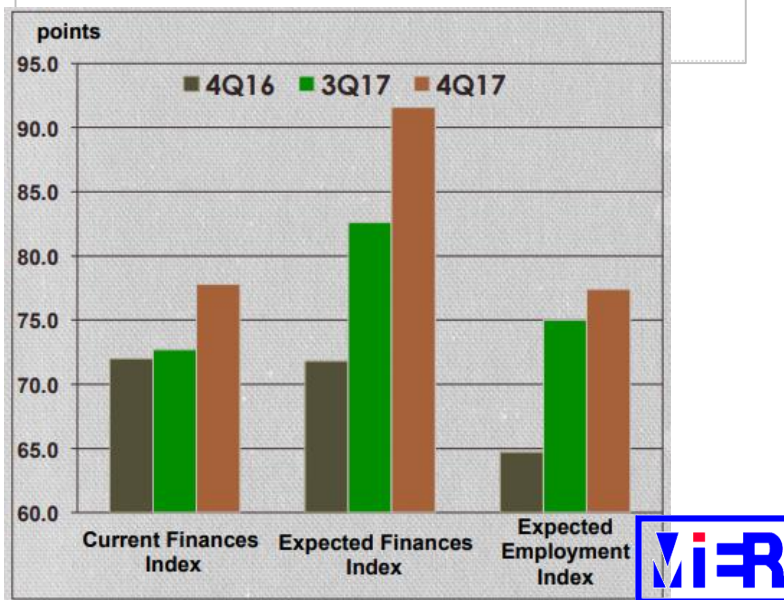
Challenging Environment But Some Green Shoots

BloombergMarkets

Malaysia GDP Growth Beats Forecasts as Economy Expands 5.8%

By Anisah Shukry and Pooi Koon Chong
August 18, 2017, 12:00 PM GMT+8
Updated on August 18, 2017, 1:08 PM GMT+8

→ Central bank governor says 2017 growth to exceed 4.8% forecast



Highlight

World Bank lifts Malaysia 2017 GDP growth forecast

Samantha Ho / theedgemarkets.com
December 14, 2017 12:03 pm +08



KUALA LUMPUR (Dec 14): The World Bank upgraded its Malaysia 2017 gross domestic product (GDP) growth forecast to 5.8% from 5.2% after taking into account the nation's accelerated economic growth so far this year.



Economy Regained Momentum



Growing Household Incomes & Employment

FY17 Overview

Economic Pressures Continued to Impact Consumers



World Bank: Malaysian urban poor hit hard by inflation



A grey rectangular area containing four orange icons representing economic pressures. 1. Top-left: A stack of coins with a percentage sign above it. 2. Top-right: A dollar sign inside a circle with a line graph showing an upward trend. 3. Bottom-left: A money bag with a dollar sign and a bowl of wheat. 4. Bottom-right: A shopping cart with a pair of scissors cutting a piece of paper.

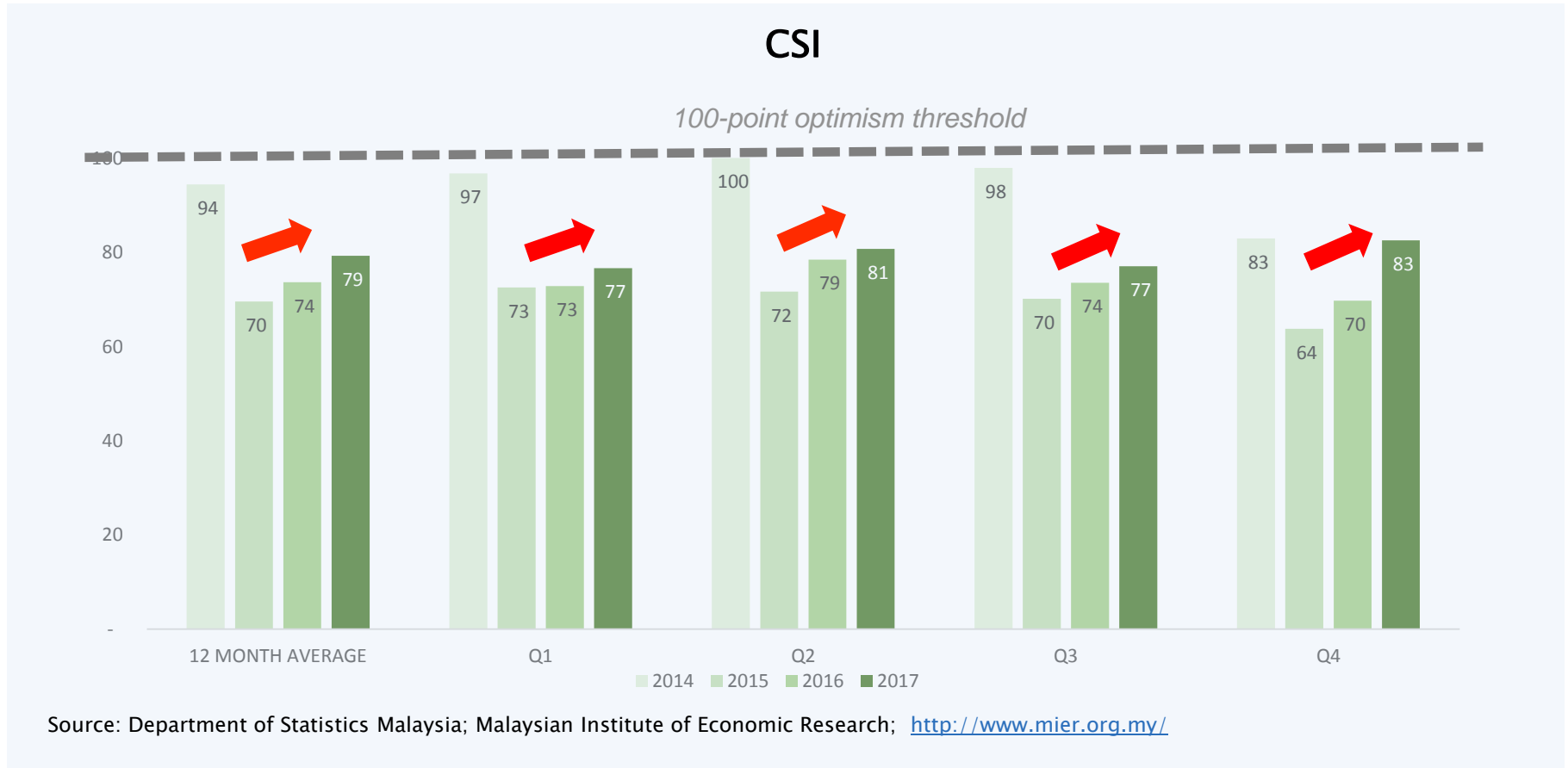
Inflationary Pressures

Foreign Exchange Volatility

Rising Costs of Living

Soft Consumer Sentiment

Signs of Consumer Sentiment Improving But Still Remains Below Optimal Threshold

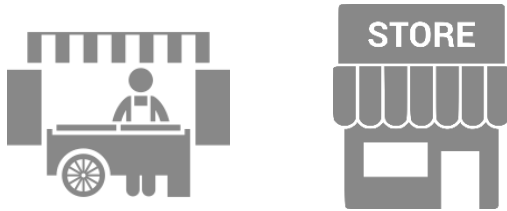


Evolving Customer/Consumer Landscape

On-Trade to Off-Trade



Traditional to Modern



Offline to Online



Key Initiatives

Growth in Cider Category With Strongbow & Apple Fox



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APPLE CIDERS

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Join us at our Cider Garden, that's coming to these locations near you. Present your Staff ID or business card to our brand ambassadors to enjoy 2 complimentary bottles.



#WHATTHEFOX

FANCY A FOX?
THE NEW APPLE FOX CIDER.

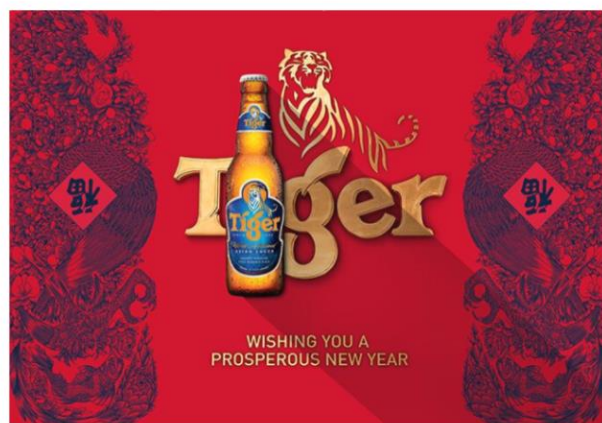
APPLE FOX
CIDER

APPLE FOX
CIDER

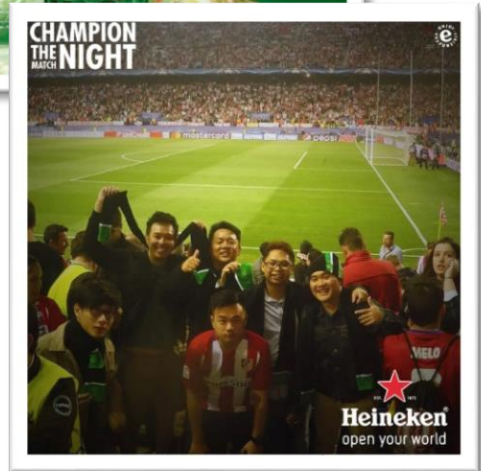
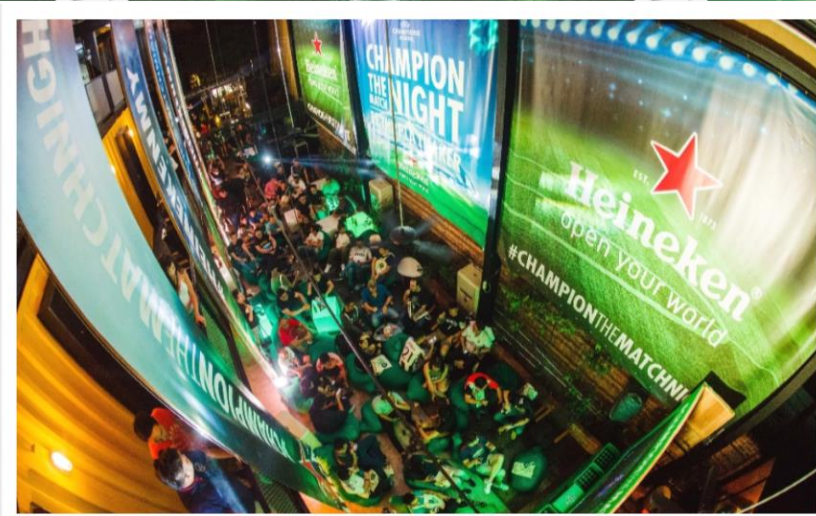
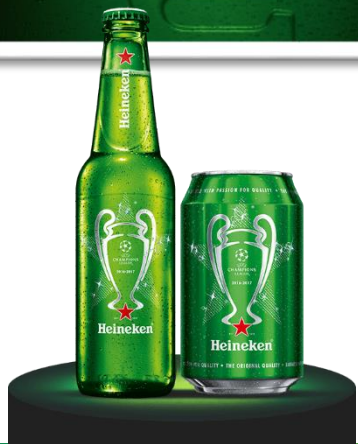
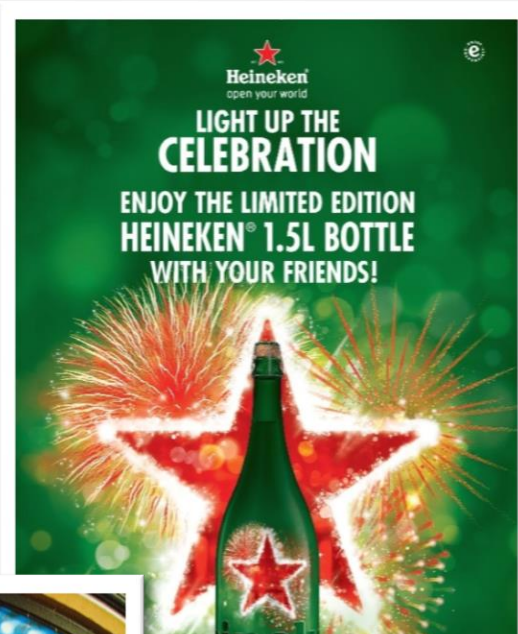
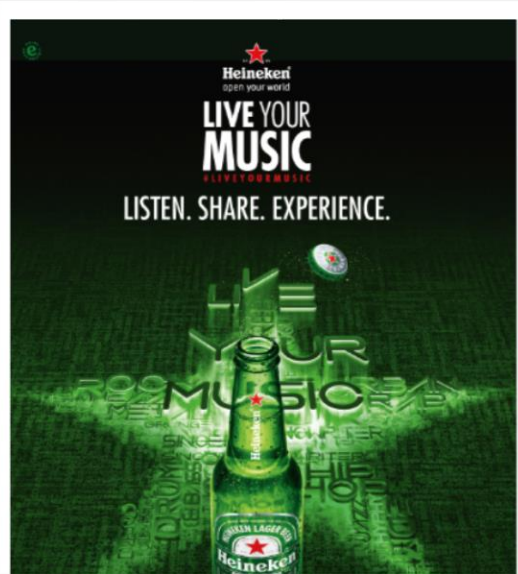
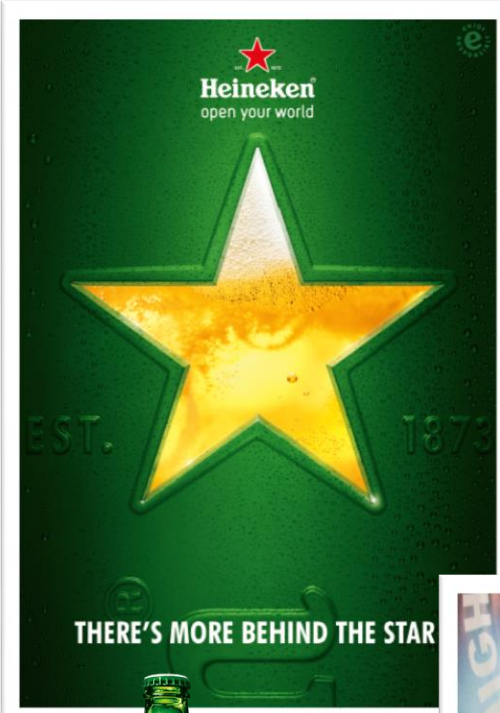
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HEINEKEN
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and data requesting.



Improved visibility
of Spend



Monitor & control
supplier performance



Generating savings and
cash benefits

Financial Highlights

FY17 & Q4 Performance

FY17: 12 months ended 31 December 2017 compared to prior year same period

Revenue

+ 2.6%

from RM1.88 billion
to RM1.93 billion

Profit Before Tax

+ 4.6%

from RM347 million
to RM363 million

Operating Profit (BEIA)*

+ 5.9%

from RM348 million
to RM368 million

Q4: 3 months ended 31 December 2017 compared to prior year same period

Revenue

+ 6.1%

from RM577.5 million
to RM612.6 million

Profit Before Tax

+ 0.6%

from RM122.3 million
to RM123 million

** Other EIA consists of restructuring cost and loss on disposal of fixed asset*

Proposed Dividend Pay Out



INTERIM DIVIDEND
(Paid in October 2017)

**FINAL DIVIDEND
PROPOSED**
(Payable in June 2018)

40 sen

50 sen

TOTAL DIVIDEND IN FY17

90 sen

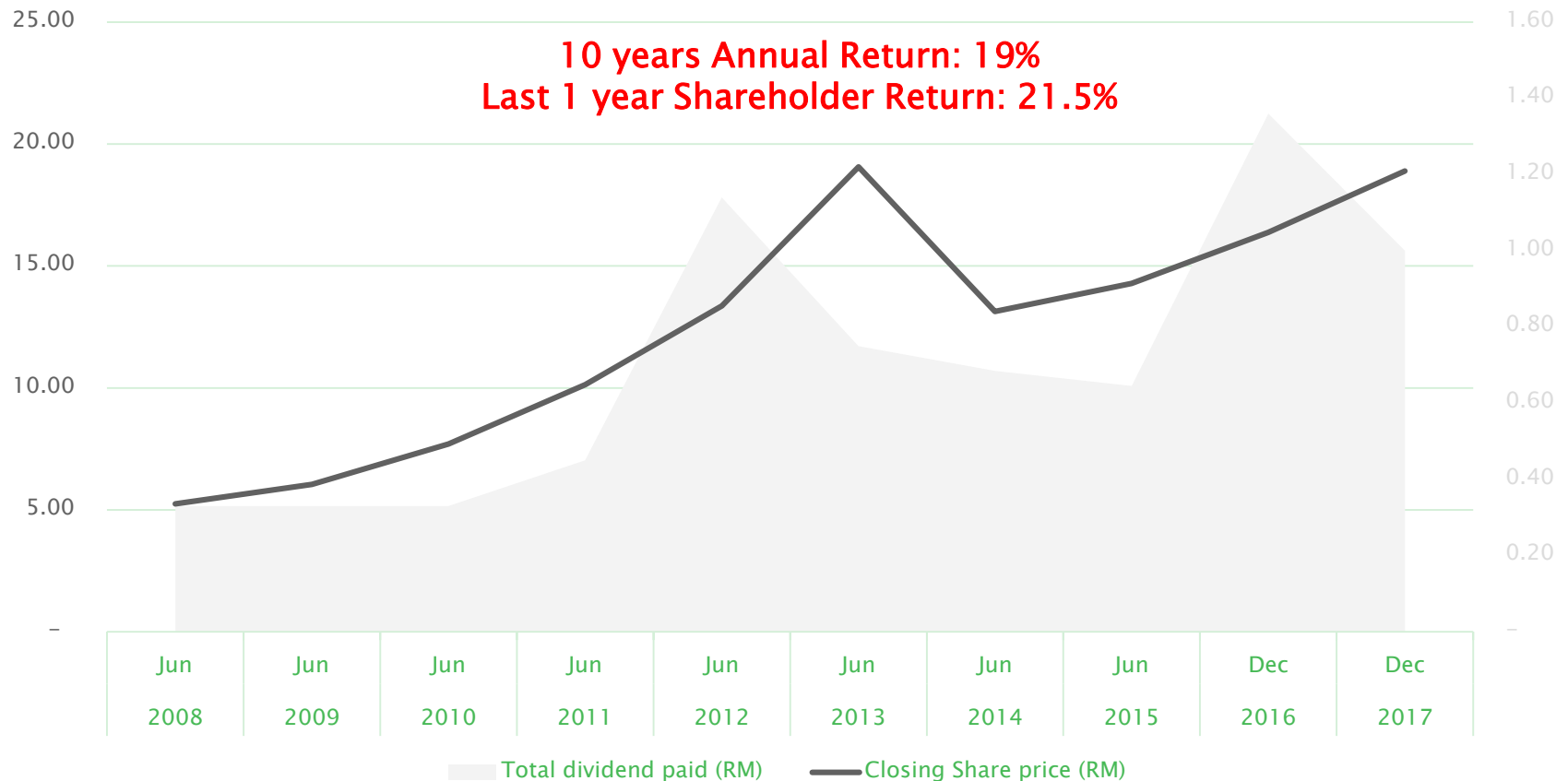


Summary: Bringing Things Together The Last 12 Months

FINANCIALS		
Revenue +2.6%	Profit Before Tax +4.6%	FY17 Dividend 90 sen per stock unit
DRIVERS		
Volume Growth Driven By Favourable Brand Mix	Improved Commercial Execution	Cost Efficiencies Via CRO Procurement
KEY POSITIVES		
Innovation – New Product Launches	Local Production of Cider With Market Share Gains	Improved H2 After Softer 1H
CHALLENGES		
Regulatory Risk	Soft consumer sentiment	Contraband

Over The Past Decade, Shareholder Return Shown Consistent Growth

Shareholder's Return



2018 Outlook

2018 Outlook



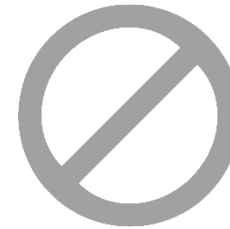
Global &
Domestic
Economic
Uncertainties



High
Excise
Duties



Contraband



Growing
Conservatism



Security
Threat



General Elections

Our Vision for the Future



HEINEKEN MALAYSIA VISION 2020



TO BE THE **LEADING BREWER** , OF **INSPIRATIONAL BRANDS** , ENJOYED **ANYTIME, ANYWHERE.**



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