



# Heineken Malaysia Berhad Financial Results FY2021

Media & Analyst Briefing | 16 Feb 2022  
5.30pm-6.30pm

Speakers:  
Roland Bala, Managing Director  
Karsten Folkerts, Finance Director



# A Challenging 2021

## Heineken suspends Sungei Way brewery operations



BUSINESS

Friday, 04 Jun 2021 5:50 PM MYT



KUALA LUMPUR: [Heineken Malaysia Bhd](#) has suspended operations at its brewery in Sungei Way, Selangor after the government imposed mandatory halt on most businesses to curb the sharp rise in Covid-19 infection in the country.

Brewery stopped operations:

7 weeks in 2020  
11 weeks in 2021

## Navigating the Storm

Front-loaded cost & value initiatives

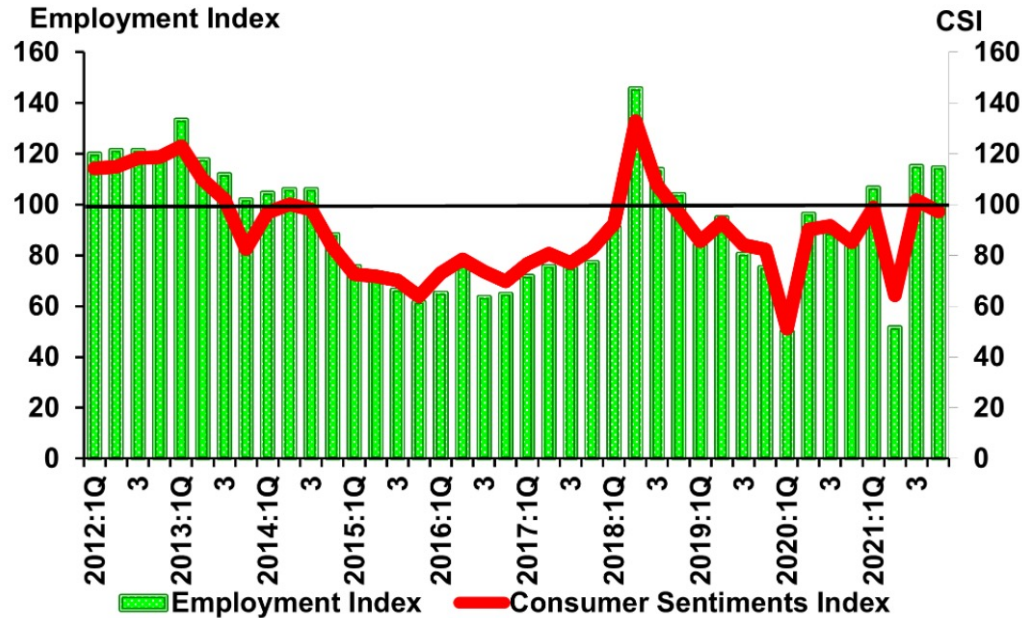
Continued investing in our core brands & innovations

Adapted to the new normal & staying agile

Transformed and built for the future

# Consumer Sentiments Index Q4, 2021

Source: Malaysian Institute of Economic Research



## Slightly Below Optimism Threshold

After rebounding to 101.7 in Q3, CSI fell below the optimism threshold again in Q4 (97.2)

Subdued income and job expectations alongside growing concerns over rising prices

Nevertheless, household spending plans expected to trend higher in 2022

## Safety as No. 1 Priority

Safeguarding the Health of our People

Bi-weekly screening tests for all staff

100% fully vaccinated & accelerating booster shots

Highly automated brewery

Enables physical distancing of 10 metres between operators

100% compliant with Government SOPs

Split teams work arrangement for office workers





Heineken® - the World's No. 1 International Premium Beer



### Key campaigns in 2021

As the Official Beer Partner of UEFA Euro 2020, Heineken® launched the 'Enjoy the Rivalry' campaign

Heineken® 0.0 – Work Smart, Drink Smart campaign

#PerfectWithHeineken – year-end festive campaign

# Tiger Beer – Malaysia's No. 1 Beer



## Key campaigns in 2021

'Bring on the ONG' CNY campaign

Uncage Your Inner Fire with Tiger Crystal

Xperience the Xtraordinary – Tiger Street Food Virtual Festival



## Guinness – The World's No. 1 Stout



### Key campaigns in 2021

31 Days of St Patrick's Celebration

'Ready When You Are' campaign in conjunction with lifting of lockdowns and restaurants allowing dine-in patrons

# Yet Another Triple Win at Putra Brand Awards



Demonstrates Consumers' Trust & Preference for HEINEKEN Malaysia's brands



## Edelweiss – Feel the Alps!



HEINEKEN Malaysia launched the new premium wheat beer Edelweiss in 2021

Easy-to-drink modern wheat beer born in the Austrian Alps, made with all-natural ingredients to deliver a refreshing finish & subtle fruity aftertaste

Available across Peninsular Malaysia in bottles, cans and on draught

## Brew A Better World



## Our Commitment to Sustainability

**Carbon Neutral** in production by 2030 and the full value chain by 2040

**Water Conservation** - Balanced more than 100% of water used in our products (achieved in 2020, 10 years ahead of goal)

**Responsible Consumption** - 10% of Heineken® media spend on this

### Community Impact:

- Tiger Chinese Education Charity Concert raised more than RM360 million for schools since 1994 (RM6 million in 2021)
- HEINEKEN Cares - 150,000 meals in 2021, additional 100,000 meals and care packages during the December 2021 flood relief efforts
- Supporting our Stakeholders through COVID-19

# 2021 Financial Highlights

## Revenue

## Profit Before Tax

**4QFY21 vs  
4QFY20**

(3 months ended 31 Dec)

**+ 33%**  
from RM519 million  
**to RM692 million**

**+ 85%**  
from RM67 million  
**to RM124 million**

Higher in-home consumption as a result of the recovery of business and economic activities

Bold moves to right-size the organisation and cost base

Effective commercial and marketing investments

**YTD 31 Dec  
FY21 vs FY20**

(12 months ended 31 Dec)

**+ 12%**  
from RM1.76 billion  
**to RM1.98 billion**

**+ 62%**  
From 199 million  
**to RM321 million**



# Comparison to pre-pandemic levels

Revenue

Profit Before Tax

**YTD 31 Dec  
FY21 vs FY19**  
(12 months ended 31 Dec)

**- 15%**

**2019: RM2.32 billion**

**- 22%**

**2019: 412 million**

The Group's FY21 Revenue and PBT is still below 2019 levels, an indication that business is still under the recovery phase

# Proposed Dividend

**Single Tier  
Interim Dividend**  
(Paid in Nov 2021)

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**15 sen**

**Single Tier  
Final Dividend**  
(Subject to approval of the  
shareholders at the forthcoming  
AGM – to be paid in July 2022)

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**66 sen**

Total Dividend Payout for FY21

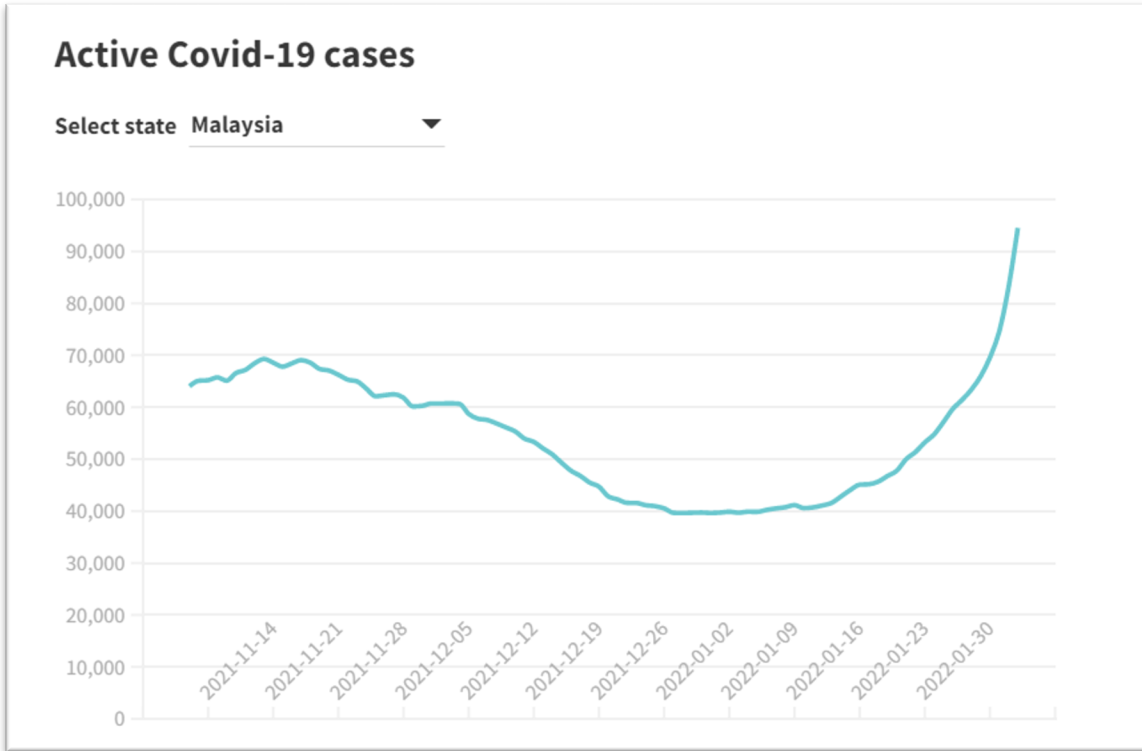
**81 sen**  
per stock unit

Dividend Payout  
representing

**99.6%**

of FY21 Profit After Tax

# 2022 Outlook



Source: Data from Ministry of Health, Chart by Malaysiakini

## Challenges:

COVID-19 – rising cases amidst high vaccination rate

Rising input cost and logistics constraints

Continued closure of certain on-trade (entertainment centres and clubs)

Growth of illicit trade and uncurbed online sales of illicit products

Increasing conservatism and its effect on policymaking

Continued constraints on tourist arrivals

One-off prosperity tax of 33% for taxable income above RM100 million



# 2022 – Year of the Tiger

Sustaining our ROARING Recovery



## Momentum:

**Market** – Encouraging recovery for on trade and driving superior growth

**Fuel the Profit** – Continuing to drive cost conscious culture

**Fund the Growth** – Investing behind our core brands and innovations

**The Best-Connected Brewer** – Accelerating digital & technology

**People** – Unlocking the full potential of our people

**Sustainability & Responsibility** – Raising the bar on sustainability towards 2030 commitments

