

Heineken Malaysia Berhad

## 2Q & 1H FY2025 Financial Results

Media & Analyst Briefing

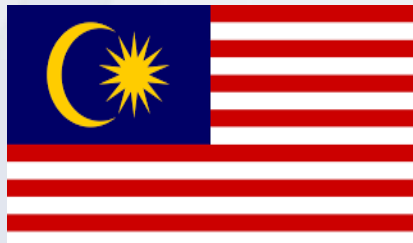
15 August 2025



# About Jana



2019  
Manager Finance in  
HEINEKEN Canada



August 2025  
Finance Director of  
HEINEKEN Malaysia



2007  
Joined HEINEKEN  
International



2022  
Manager Finance in  
HEINEKEN Czech Republic

# 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®



Heineken® Refresh



# Guinness



Search for Malaysia's First Chief Pint Officer (CPO)



# Tiger



Together We Roar



Roaring New Look,  
Same Great Taste



The Trafford Den



# Sustainability & Responsibility are embedded in our business



Supporting the  
United Nations Sustainability Development Goals



Path to zero impact on the environment

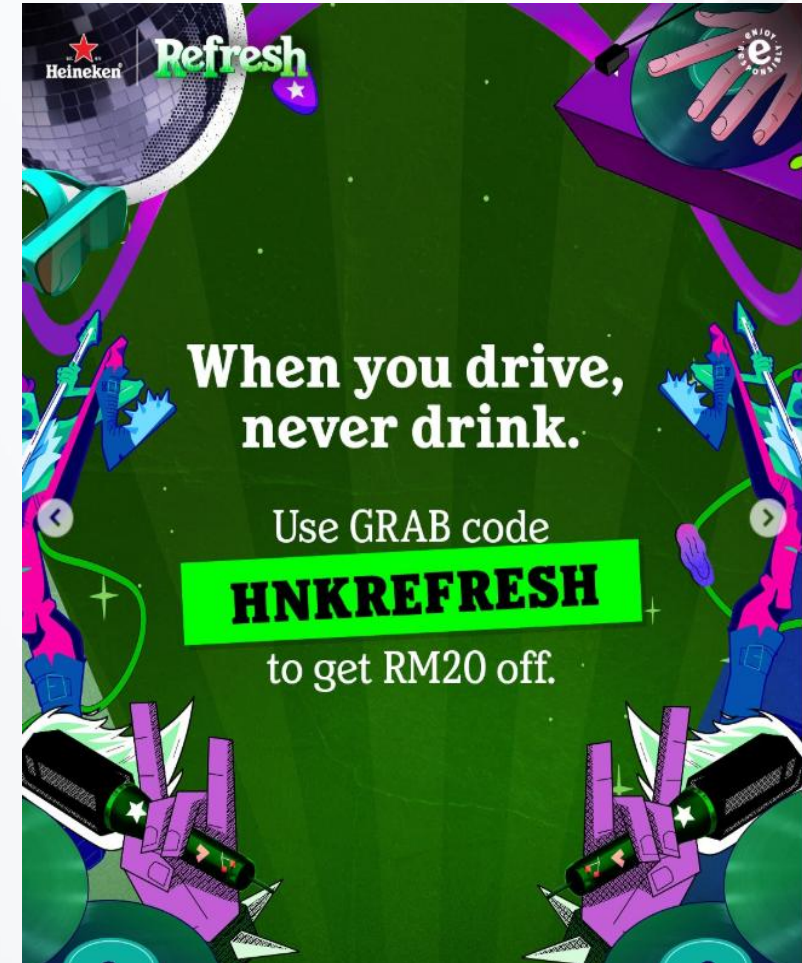
Path to an inclusive, fair and equitable world

Path to moderation & responsible consumption

# Raising the bar on sustainability & responsibility



Recognitions from the Sustainability & CSR Malaysia Awards 2025 and The Star ESG Positive Impact Awards 2024



Promoting responsible consumption at all marketing events through Grab codes for consumers. Over RM10 million spent year-to-date



# Unlock The Full Potential Of Our People



Certified as a Great Place to Work®, affirming our people-first culture and dedication to employee engagement



Rolled out our Production Graduate Programme 2025 to invest in future leaders



Continued investment in our People through Capability Building



# Accelerating digitalisation



- A transformation programme designed to unlock the power of data, streamline processes and boost innovation to support long-term growth.
  - Part of our EverGreen strategy to future-proof our business
- 
- Our platform to improve order management for independent shops, restaurants and bars
  - Went live with eazle Club – eB2B loyalty.



# 1H 2025 Sentiments

## Malaysia's Consumer Confidence



- Varied and volatile consumer sentiment
- Moderate optimism amid global and macroeconomic uncertainties
- Evolving consumer behavior trends: measured spending behavior and value-driven purchases
- Cautious optimism



# 2Q FY2025 Financial Highlights

2Q FY2025 vs.  
2Q FY2024

(3 months ended 30 Jun)

**Revenue**

**RM540M**  
from RM565M  
-5%

**Profit  
Before Tax**

**RM109M**  
from RM120M  
-9%

**Net Profit**

**RM83M**  
from RM91M  
-9%

- Slower post-festive sales in 2Q FY2025 due to earlier Chinese New Year period in FY2025 and more cautious consumer spending.



# 1H FY2025 Financial Highlights

**1H FY2025 vs.  
1H FY2024**

(6 months ended 30 Jun)

Two tall glasses of golden Heineken beer with thick white foam. The glasses have the Heineken label and a red star logo.

**Revenue**

**RM1.30B**

from RM1.35B  
-4%

**Profit  
Before Tax**

**RM270M**

from RM281M  
-4%

**Net Profit**

**RM205M**

from RM214M  
-4%

- Overall, a moderate decline in 1H FY 2025 compared to 1H FY2024.
- Group Profit Before Tax (PBT) and net profit impacted by lower revenue and higher expenses, largely due to investments in commercial initiatives and digital infrastructure.



# Interim Dividend

Single Tier  
Interim Dividend  
(To be paid on 30 October 2025)

**40 sen**  
per stock unit

Comparison: 1H FY2024

**40 sen**  
per stock unit

Dividend Payout  
representing

**59%**

of 1H FY2025  
Profit After Tax



# 2H 2025 Outlook

## Navigating a Dynamic Landscape: Challenges and Opportunities

### ● Opportunities

Increased Tourism



Resilient Consumer Demand



Enforcement



### ● Challenges

Global Economic Volatility



Currency Fluctuations



Illicit Alcohol



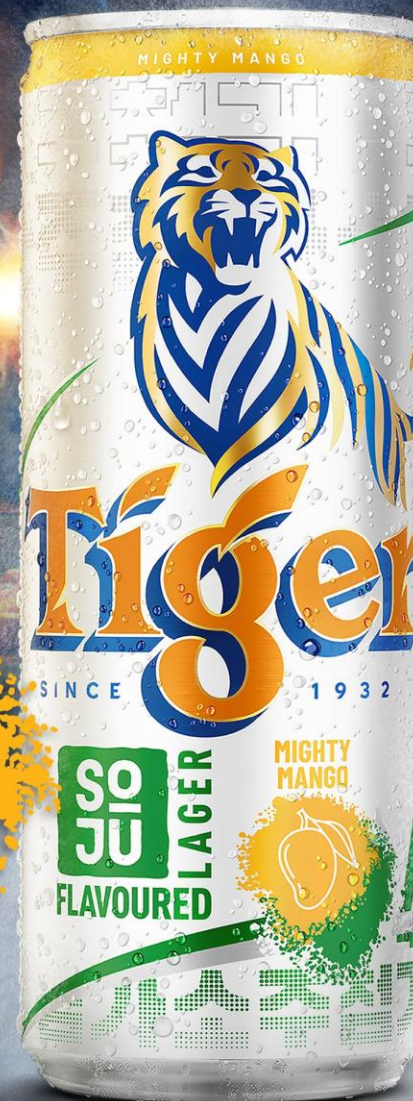




# FEEL THE TWIST

WITH TIGER SOJU FLAVOURED LAGER

**NEW!**  
LIMITED-EDITION  
MIGHTY MANGO



For non-Muslims aged 21 and above only.

  
**Tiger**  
UNCAGE YOUR TIGER



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# Q & A





