

For Immediate Release

15 August 2025

HEINEKEN MALAYSIA REPORTS 2Q & 1H FY2025 RESULTS

The Group Remains Focused on Driving Growth by

Leveraging Strategic Commercial and Digital Opportunities while Improving Operational Efficiencies

2QFY25 Results:

- Revenue decreased by 5% to RM540 million (2QFY24: RM565 million)
- Profit Before Tax (PBT) decreased by 9% to RM109 million (2QFY24: RM120 million)
- Net profit decreased by 9% to RM83 million (2QFY24: RM91 million)

1H FY25 Results:

- Revenue decreased by 4% to RM1.30 billion (1HFY24: RM1.35 billion)
- PBT decreased by 4% to RM270 million (1HFY24: RM281 million)
- Net profit decreased by 4% to RM205 million (1HFY24: RM214 million)

Heineken Malaysia Berhad (HEINEKEN Malaysia) announced its financial results for the second quarter and half year ended 30 June 2025, reporting a minor decline in revenue and profit compared to the same period in 2024, amid evolving market dynamics. In the second quarter of 2025, the Group recorded revenue of RM540 million, a 5% decrease compared to 2024, reflecting a more cautious consumer sentiment. The Group's PBT stood at RM109 million, a 9% decrease versus the same quarter last year, primarily due to softer revenue and increased cost pressures.

The Group continues to invest in commercial initiatives and digital infrastructure through the implementation of HEINEKEN's Digital Backbone, a digital transformation programme designed to unlock the power of data, streamline processes and boost innovation to support long-term growth. This initiative is part of the Group's EverGreen strategy to future-proof its business.

For the first half of 2025, the Group recorded revenue of RM1.30 billion, a 4% decrease when compared to the same period last year. PBT also eased by 4% year-on-year. This performance was attributable to a combination of factors including the timing of Chinese New Year, moderated consumer demand and the Group's continued investments in commercial initiatives and digital infrastructure.

Commenting on the results, Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "The first six months of 2025 have been marked by a dynamic and evolving market landscape. Although we saw a moderation in consumer demand following the festive season and more cautious spending, our focus remains clear as we are committed to delivering our EverGreen

strategy. We will continue investing in our core brands, by driving innovation and impactful activations that deepen connection with our consumers and leveraging digital capabilities.”

Key activations include:

- **Heineken® Refresh Your Music:** The event returned with Grammy-winner Zedd, drawing over 10,000 fans for unforgettable shared music moments.
- **Tiger Trafford Den Pop-Up:** Asia’s first Tiger x Manchester United bar lit up KL with live screenings, exclusive meet-and-greets, and a finale featuring club legends.
- **Guinness Chief Pint Officer Campaign:** The “Tilt Test” ignited excitement nationwide, inviting fans to pour the perfect pint and share it on social media.

The Board has declared a single tier interim dividend of 40 sen per stock unit for the financial year ending 31 December 2025 to be paid on 30 October 2025. The entitlement date for the dividend payment is 9 October 2025. Total dividend declared for the six months ended 30 June 2025 is 40 sen per stock unit.

On outlook, Martijn shared, “Despite the ongoing macroeconomic challenges, we remain agile and forward-looking by harnessing the power of digital solutions and data-driven decision-making. This approach strengthens HEINEKEN Malaysia’s long-term resilience to ensure we stay relevant to our customers and consumers in a dynamic market environment.”

The Group continues to prioritise its EverGreen strategy, which drives superior and balanced growth by aligning topline expansion, profitability, and capital efficiency with sustainable and responsible business practices. This integrated approach enables the Group to create long-term value for both shareholders and stakeholders, while contributing meaningfully to Malaysia’s broader socio-economic progress.

Reinforcing its sustainability leadership, the Company recently received several recognitions from the Sustainability & CSR Malaysia Awards 2025 and The Star ESG Positive Impact Awards 2024, including the coveted title of Most Outstanding ESG Initiative for Large Companies for its Water Management and Efficiency programme. In addition, HEINEKEN Malaysia was officially certified as a Great Place to Work®, affirming its people-first culture and dedication to employee engagement.

In terms of challenges, illicit alcohol continues to pose a significant challenge for the industry. The Group commends the ongoing enforcement efforts by the Royal Malaysian Customs to protect government revenue and safeguard consumers. Any increase in taxes could unintentionally drive demand for illicit products. HEINEKEN Malaysia will continue working closely with the authorities to combat illicit trade through collaboration and market education. For more information on HEINEKEN Malaysia, please visit www.heinekenmalaysia.com.

About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. The Company's business strategy, EverGreen, is designed to achieve balanced growth through five key priorities:

- **Drive Superior Growth** – With consumer centricity, we shape and lead the premium category and continue investing behind our brands.
- **Fund the Growth** – Cost and value to drive efficiency to enable reinvestments into our brands and business.
- **Raise the Bar on Sustainability and Responsibility** – Deliver on our ambition to become net zero carbon in Scope 1 & 2 by 2030 and the full value chain by 2040.
- **Become the Best Connected Brewer** – Accelerate digital and technology to create a Unified Customer Ecosystem with a customer and consumer-first approach.
- **Unlock the Full Potential of Our People** – Promote a high-performance culture that boosts our strategic capabilities, nurture the best talents, and foster an organisation where people thrive.

The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The World's No. 1 stout **Guinness**
- The premium wheat beer born in the Alps **Edelweiss**
- And many more. Visit www.heinekenmalaysia.com for a full overview of our portfolio

HEINEKEN Malaysia advocates responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate responsibility initiatives are carried out by its corporate responsibility arm, **SPARK Foundation**, focusing on environment and community partnerships.

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is GAPL Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V. For more information, please visit: www.heinekenmalaysia.com.

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