



(Company No. 5350X)
(Incorporated in Malaysia)

NEWS RELEASE

INVESTMENT IN MALAYSIA IS DELIVERING FOR GAB *Records a 47% increase in profit for Q2 FY11*

PETALING JAYA, January 28, 2011 – Guinness Anchor Berhad (GAB) will continue to invest in driving its business momentum this year as it closes in on achieving a remarkable 10th consecutive year of growth in revenue, profits and market share.

The Company today announced that it has recorded a profit after tax of RM64.6 million for the second quarter ended December 31, 2010. This marked a significant increase of 47% compared with a profit after tax of RM43.8 million recorded for the corresponding quarter last year.

During the quarter under review, the leading brewer in Malaysia achieved RM421.4 million in revenue, up by 11% from RM378.1 million a year earlier.

Earnings per share for the period grew to 21.40 sen against 14.51 sen last year while net assets per share attributable to shareholders stood at RM1.55 as at December 31, 2010.

For the 6 months period ending December 31, 2010, GAB delivered a year-on-year increase of 46% in profit after tax. It registered a profit after tax of RM103.3 million on the back of a revenue of RM788.0 million in the first half of the current financial year. An interim dividend for the financial year ending June 30, 2011 has been declared at 10 sen (tax exempt under the single tier tax system) per 50 sen stock unit.

Charles Ireland, Managing Director, said, "The group's performance is clearly reflective of the ever-increasing number of consumers choosing our brands and, retailers choosing to work with GAB. Our five pillar brands, namely Tiger, Guinness, Heineken, Anchor and Kilkeny have been growing steadily, with Tiger taking the lead, recording a double digit growth rate".

“This was achieved through a strong trade and distribution network. GAB takes pride in building synergistic partnerships with the trade to better deliver against their needs and that of our consumers. We have developed and invested with a network of more than 12,000 trade partners. These investments are clearly creating mutual benefits and as a result, retailers are, in ever increasing numbers, choosing to work with GAB.”

According to Charles, an example of a GAB programme driving benefit is the GAB Academy. This has been a driving factor in building strong trade partnerships since it was established in 2008. The flagship programme offers hospitality training workshops and an opportunity to exchange views to enable trade partners to deliver superior customer experiences.

Among the key contributors to GAB’s revenue in the first half of FY2011 was GAB’s continued investments in nationwide marketing campaigns involving its portfolio of brands nationwide. GAB had invested large amounts into activities like the 700 football viewing parties in conjunction with the World Cup; Arthur’s Day celebrations, involving international artistes; Oktoberfest and more recently, its Chinese New Year campaign.

He said, “Our investment in these marketing and trade initiatives has enabled us to successfully grow brand equity, accelerate GAB’s business and accelerate the business of its trade partners. GAB’s approach is to ensure our activities meet world-class standards and the needs of diverse consumers, and as a result we have consistently provided Malaysians with the exceptional experiences they have come to expect from our brands.”

He concluded, “We have an excellent team of close to 600 employees, working incredibly hard to deliver excellent quality products and fantastic consumer offerings. By continually investing in our people, consistently strengthening our brands’ presence and ensuring solid performance, GAB has succeeded in outgrowing the market in the last nine years.”

“With our continued drive towards strengthening operational efficiencies, we are in a good position to deliver robust results for our current financial year. And riding on our solid track record of growth, we believe the company’s investment in Malaysia will continue to generate consistent returns and impact the economy positively.”

About Guinness Anchor Berhad

GAB with its portfolio of iconic, international brands, is the beer and stout market leader in Malaysia. GAB produces, markets and distributes:

- Asia's fastest growing beer TIGER;
- The world's No 1 stout GUINNESS Foreign Extra Stout and its variant Guinness Draught;
- The world's No 1 international premium beer HEINEKEN;
- The all-time favourite quality local brew ANCHOR SMOOTH and its strong beer variant ANCHOR STRONG;
- The premium Irish ale " KILKENNY;
- The real Shandy ANGLIA; and
- The wholesome, premium quality non-alcoholic MALTA

Listed on the Main Market of Bursa Malaysia, GAB evolved from the merger between Guinness Malaysia Bhd and Malayan Breweries (Malaya) Sdn Bhd. The company's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is a joint venture between Diageo PLC and Asia Pacific Breweries Ltd. Guinness Anchor Marketing Sdn Bhd is a 100% owned subsidiary of GAB.

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