

HEINEKEN

Heineken Malaysia Berhad
Annual Report 2019



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Note:

This annual report focuses on our activities, performance and results for the financial year ended 31 December 2019.

This report has been prepared in accordance with the GRI Standards: Core option.



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WE ARE HEINEKEN

We build true human connections and break down barriers, because we believe great moments of shared experiences are the best in life.

We are inspired by consumers to brew the best beers and extend that same passion to all of our brands, products and activities.

We are proud of our family history and Dutch heritage and derive from them our entrepreneurial spirit that takes us to every corner of the world.

We are brand builders. The Heineken® brand defines and unites us while our many local, regional and global brands make our portfolio diverse and unique.

People are at the heart of our company. We see our strength in trust, diversity and progress.

We stand by our values: passion for quality, enjoyment of life, respect for people and for the planet.

We always advocate for responsible consumption. We are committed to our communities and strive to consistently improve the impact we make on the planet.

We work with our customers and partners to grow together and seek to win with integrity and fairness.

And we are convinced that by staying true to these commitments, we create value for our shareholders.

WE ARE HEINEKEN.



About Us

Heineken Malaysia Berhad (HEINEKEN Malaysia) is the leading brewer in the country, with a portfolio of iconic international brands that includes: The World's No. 1 international premium beer - Heineken®; The great taste of Heineken® with zero alcohol - Heineken® 0.0; The World-acclaimed iconic Asian beer - Tiger Beer; The crystal-cold filtered beer - Tiger Crystal; The World's No. 1 stout - Guinness; The World's No. 1 cider - Strongbow Apple Ciders; The New Zealand inspired cider - Apple Fox Cider; The all-time local favourite - Anchor Smooth; The premium Irish ale - Kilkenny; The real shandy - Anglia

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic Malta. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer Paulaner and Japan's No. 1 100% malt beer Kirin Ichiban.

Heineken Malaysia Berhad's (HEINEKEN Malaysia) history in the country dates back to 1964, and the Company's shares have been listed on the Main Market of Bursa Malaysia since 1965.

HEINEKEN Malaysia is 51% owned by GAPL Pte Ltd (GAPL) and 49% by the public. The Company's name was changed to Heineken Malaysia Berhad on 21 April 2016 following Heineken N.V.'s acquisition of Diageo Plc's stakes in GAPL in October 2015. GAPL is now a subsidiary 100% owned by Heineken N.V., the world's most international brewer.

Our 23.72-acre Sungei Way Brewery is the first in Malaysia to receive the MS 1480: 2007 Hazard Analysis Critical Control Point (HACCP) Certification from the Ministry of Health in August 2002. The brewery also received the ISO 9002 Certification since 1995 and has upgraded to MS ISO 9001: 2008 in 2010 and, subsequently, to ISO 9001: 2015 in 2018.

HEINEKEN Malaysia employs over 600 people at our headquarters and brewery in Petaling Jaya, Selangor, as well as 13 sales offices throughout Peninsular and East Malaysia.

Our people are the heart of the Company, driving us forward with their energy and dedication. Through their every action and day-to-day interactions, they reflect HEINEKEN's values of Passion for Quality, Enjoyment of Life, as well as Respect for People and for the Planet.

These values strengthen our stakeholder relationships From Barley to Bar, and underline our global sustainability strategy of Brewing a Better World. We believe it is critical to be responsible in order to be sustainable, and take our responsibility to our people, planet and performance seriously.

While promoting the enjoyment of our beers and ciders, we take the lead in advocating responsible consumption through our Drink Sensibly campaign. Through HEINEKEN Malaysia's corporate social responsibility arm SPARK Foundation, we extend our commitment to grow with local communities in the areas of environmental conservation and education for a better tomorrow.

Our Purpose

Brewing a Sustainable Future for Our People, Business & Planet.

Our Ambition

To be the undisputed market leader in volume, revenue and sustainability.

Our Chairman's Message



DEAR SHAREHOLDERS,

2019 has been a challenging year. Against a backdrop of global trade wars, heightened geopolitical risks, increased volatility in financial markets, weakness in commodity sectors, and domestic uncertainties leading to weaker growth, we saw consumer confidence remain below the optimal threshold.

DATO' SRI IDRIS JALA
Chairman

Our Chairman's Message

I am proud that we launched two new products in 2019 – the dealcoholised beer Heineken® 0.0 as well as the sessionable beer Tiger Crystal. Both products garnered widespread interest and will play a key role in HEINEKEN Malaysia's portfolio of brands.

With the increase in uncertainties, consumers became more prudent by deferring spending on discretionary products and seeking greater value in their purchases. The Malaysian Institute of Economic Research noted that the domestic spending momentum may deteriorate in the near term due to anxieties over rising living cost, which may limit shopping plans due to weakening purchasing power. On the bright side, consumer spending is sustained on the back of a steady labour market and stable inflation.

I am happy to report that Heineken Malaysia Berhad (HEINEKEN Malaysia) has delivered a commendable performance amidst challenging market conditions and the intensifying competitive landscape. In 2019, we grew our revenue by 14% (10% if we exclude the impact from the Sales & Services Tax) driven by robust sales performance across all core brands and new product launches. On the back of the solid revenue growth, Profit Before Tax rose 8% supported by improved cost efficiency.

+14%

GROUP REVENUE

(10% if we exclude the impact from the Sales & Services Tax)

The impressive results were achieved due to the effective execution of key business strategies, in particular Management's focus on our core brands and big innovations. In this regard, I am proud that we launched two new products in 2019 – the dealcoholised beer Heineken® 0.0 as well as the sessionable beer Tiger Crystal. Both products garnered widespread interest and will play a key role in HEINEKEN Malaysia's portfolio of brands.

With consumer behaviour continually evolving in this digital age, in 2019, we saw the acceleration of online shopping, the proliferation of e-Wallets, and expansion of delivery services, notably for food and beverages. I am happy to report that HEINEKEN Malaysia has taken steps in the right direction with its e-Commerce platform for the drinks industry. With the launch of Drinkies.my, we now deliver our beers in a faster way to our consumers, even to the extent of bringing the complete bar experience and draught beer to our consumers' homes.

I take this opportunity to thank the Government for keeping excise duties on beer and stout stable in 2019. As it is, Malaysia's excise rate for beer and stout ranks second highest in the world behind Norway and alongside Singapore. We also commend the Government for increasing penalties for smuggling offences. Based on Industry observations, we believe the efforts of the authorities have helped address the illicit market. As such, we remain committed in working with the Government on educating and creating awareness on the issue amongst our stakeholders.

We also take note of the Government's intention to increase penalties for drink driving in 2020. As a responsible and progressive brewer, HEINEKEN Malaysia has consistently advocated for responsible consumption. Leveraging on the reach of the Heineken® brand as a global F1 partner, we continue to educate consumers by reinforcing the message "When You Drive, Never Drink" through our social media campaigns. I am proud to share that annually, we spend 10% of the Heineken® media budget on promoting the message of responsible consumption.

Sustainability remains at the core of our business, in 2019 we continued to strengthen our initiatives in line with HEINEKEN's global sustainability strategy – Brewing a Better world. I am happy to report that as of 2019, we have cut our carbon emissions by 18.4% and reduced our water consumption by 15% since 2014. Through our Corporate Social Responsibility arm, SPARK Foundation, we continued to lead the water stewardship agenda beyond production. In 2019, we constructed a 305-metre clay dyke in Raja Musa Forest Reserve, that is expected to help

store an additional 150 million litres of water. In the same location, we also reforested one hectare of degraded peatland forest which offsets CO₂ emissions from 1,400 cars.

For education, Tiger Beer continued its collaboration with Sin Chew Daily to organise two successful rounds of the Tiger Chinese Education Charity Concert, which has helped raise a total of RM355 million for Chinese schools in Malaysia since 1994. Through SPARK Foundation's continued investment in the English Enrichment Training Programme, we have now trained more than 630 educators across seven states in Malaysia, helping to improve English language competencies for over 10,000 students in rural areas.

Acknowledgements: On behalf of the Board, I would like to thank Kenneth Choo for his valuable contributions. In his place, we would like to welcome Leo Evers to the Board. Leo brings on board a wealth of experience in the HEINEKEN company. His strong business acumen and passion for sustainability will no doubt add a new perspective to the Board. I would also like to thank our Management, led by Roland Bala, as well as employees throughout the Company for their passion and commitment. Our appreciation extends to all our business partners – our suppliers, distributors and customers – for their continued partnership with HEINEKEN Malaysia.

As we move into 2020, we are faced with an unprecedented global crisis in the form of the Covid-19 pandemic. As a direct result, we will face greater uncertainty as the world fights to contain the pandemic. As a responsible Company, HEINEKEN Malaysia's first priority is the safety and health of our people. I am proud to see that the team is quickly working to support our stakeholders through this difficult period. Whilst it is clear that our business will be significantly impacted, I have full confidence that the Management is taking the right actions to safeguard the continuity and sustainability of our business in 2020 and beyond. Thank you.

Dato' Sri Idris Jala
Chairman
20 May 2020

Board of Directors

From Left To Right:

Yu Yu-Ping, Lim Rern Ming, Geraldine and Martin Giles Manen



Board of Directors

From Left To Right:

Dato' Sri Idris Jala, Roland Bala, Datin Ngiam Pick Ngoh, Linda and Evers, Leonard Cornelis Jorden



Directors' Profile



DATO' SRI IDRIS JALA

Chairman,
Independent Non-Executive Director

Appointment Date

1 January 2017

Malaysian | Male | 61

Board Committees Membership

- Nomination & Remuneration Committee (Chairman)
- Audit & Risk Management Committee

Qualifications

- Bachelor's Degree in Development Studies and Management, Universiti Sains Malaysia
- Master's Degree in Industrial Relations, University of Warwick

Working Experience

- Presently, President and Chief Executive Officer (CEO) of PEMANDU Associates.
- Former Managing Director of BFR Institute and CEO of PEMANDU, a unit in the Prime Minister's Department, Malaysia, the organisation tasked with spearheading Malaysia's transition towards high income status by 2020.
- Served as Minister in the Prime Minister's Department for 6 years,

and later as the Advisor to the Prime Minister on the National Transformation Programme.

- A renowned transformation guru in turning around companies' performance through his big fast results methodology and transformational strategies that are innovative, rigorous and relevant to today's demands.
- Has continuously delivered sustainable social economic reforms which, in 2014, saw Bloomberg place him among the top 10 most influential policy makers in the world.
- Founder and Executive Chairman of the Global Transformation Forum (GTF), the world's singular platform for influential, global leaders to engage and share experiences and best practices on how to drive transformation.
- An Expert Resource Speaker at the Harvard Health Leaders' Ministerial Forum and a Visiting Fellow of Practice at the Oxford Blavatnik School of Government.
- Served on the Advisory panel for the World Economic Forum (WEF) on New Economic Growth and also on the Advisory Panel of World Bank.
- Former Managing Director / CEO at Malaysia Airlines (MAS) for 3 years. He was brought on board to turn around the airline which was in crisis brought about by a prolonged bout of losses from operational inefficiencies.
- Prior to MAS, he spent 23 years at Shell, rising up the ranks to hold senior positions including Vice President, Shell Retail International and Vice President Business Development Consultancy, based in UK. This included successful business turnarounds in Malaysia and Sri Lanka.

Directorships

Listed Entity

- Sunway Berhad

Public Companies

- Jeffrey Cheah Foundation

Directors' Profile



ROLAND BALA

Managing Director,
Non-Independent Executive Director

Appointment Date

1 September 2018

Malaysian | Male | 54

Board Committees Membership

- Nil

Qualifications

- Bachelor's Degree in Business Administrations, UiTM Malaysia

Working Experience

Within the HEINEKEN Group:

- From February 2012 to August 2018, Managing Director of Cambodia Brewery Ltd (CBL), HEINEKEN's operating company in Cambodia. In this role, he has led CBL to increase its market share by more than double, establishing CBL as the market leader in Cambodia.
- From March 2009 to February 2012, General Manager for Danang and Quang Nam Breweries in the central region of Vietnam.
- February 2008 to February 2009, Special Assistant to the Regional Director of Asia Pacific Breweries.

Previous Experience:

- Started his career with British Petroleum (BP) where he spent 16 years working in sales, logistics, operations and planning roles in retail, gas and lubes businesses.
- He was then appointed as the General Manager for BP Vietnam from 2003 to 2005 and subsequently as the Sales Director for the lubes business for Malaysia and Singapore from 2005 to 2007.

Directorships

Listed Entity

- Nil

Public Company

- Confederation of Malaysian Brewers Berhad



MARTIN GILES MANEN

Senior Independent
Non-Executive Director

Appointment Date

24 August 2008

Malaysian | Male | 65

Board Committees Membership

- Audit & Risk Management Committee (Chairman)
- Nomination & Remuneration Committee

Qualifications

- Chartered Accountant
- Member of the Malaysian Institute of Accountants and the Malaysian Institute of Certified Public Accountants

Working Experience

- Served more than 21 years with Sime Darby Group, holding various senior positions including Group Tax Controller, Group Company Secretary, Group Finance Director and Divisional Director of the Allied Products & Services Division.
- After leaving the Sime Darby Group in 2007, he served as Chief Executive Officer of a public relations and communications consultancy until May 2009.

- Started his career at KPMG with whom he served 11 years in Malaysia and the United Kingdom, undertaking audit, tax and business advisory assignments.
- Served as a member of the Malaysian Accounting Standards Board, the Executive Committee of the International Fiscal Association (Malaysia Branch) and the Task Force on the formation of an Audit Oversight Board chaired by the Securities Commission (SC) and the Accounting Technical Panel of the SC.

Directorships

Listed Entity

- Nil

Public Companies

- Hong Leong MSIG Takaful Berhad
- BOS Wealth Management Malaysia Berhad (formerly known as Pacific Mutual Fund Bhd)

Directors' Profile



DATIN NGIAM PICK NGOH, LINDA

Independent Non-Executive Director

Appointment Date

3 December 2012

Malaysian | Female | 65

Board Committees Membership

- Audit & Risk Management Committee
- Nomination & Remuneration Committee

Qualifications

- Bachelor of Arts (Hons) in Social Sciences, University of Malaya
- Diploma in Advertising and Marketing Institute of Communications, Advertising and Marketing (CAM) of United Kingdom

Working Experience

- Former Group Managing Director/Chief Executive Officer of Star Publications (M) Bhd (The Star) from 1 July 2008 to 30 June 2011. First employed in The Star as Advertising Sales Promotions Manager in 1985 before serving as General Manager, Advertising and Business Development in 1995. In 2004, she was appointed as Deputy Group General Manager and in 2007 she was promoted to Executive Director/Group Chief Operating Officer before

assuming the office as Group Managing Director/Chief Executive Officer of The Star in 2008, a position she held till her retirement in 2011.

- Former Board Member of the Audit Bureau of Circulations (ABC) Malaysia and Chairperson of the ABC Content & Communications Committee.
- Represented The Star on the Malaysian Newspapers Publishers Association (MNPA) as its Honorary Secretary.
- Former Board Member of the Advertising Standards Authority (ASA) Malaysia.

Directorships

Listed Entity

- MUI Properties Berhad

Public Companies

- Hong Leong Assurance Berhad

Others

- Yayasan Sin Chew
- Make a Wish Malaysia Welfare Association



EVERS, LEONARD CORNELIS JORDEN

Non-Independent Non-Executive Director

Appointment Date

1 October 2019

Dutch | Male | 56

Board Committees Membership

- Audit & Risk Management Committee
- Nomination & Remuneration Committee

Qualifications

- Master in Business Administration, Erasmus University, Rotterdam

Working Experience

- Presently, Managing Director of Heineken Asia Pacific Pte Ltd (APAC) responsible for the business of its operating companies within the Asia Pacific region.
- A globally experienced business leader with a successful track record in general management, marketing and logistics.
- Has worked for HEINEKEN for 30 years including in the Netherlands, Japan, Poland, New Caledonia, Indonesia and Vietnam.

- During his extensive career with HEINEKEN, he has held the position of Managing Director/CEO at HEINEKEN's operating companies in New Caledonia (2006 – 2010), Indonesia (2010 – May 2013) and most recently in Vietnam (May 2013 – August 2019).

Directorship

Listed Entity/Public Companies

Nil

Directors' Profile



LIM RERN MING, GERALDINE

Non-Independent Non-Executive
Director

Appointment Date

1 November 2017

Singaporean | Female | 49

Board Committees Membership

- Nil

Qualifications

- LLB Honours National University of Singapore

Working Experience

- Presently, Regional Legal Director for HEINEKEN, responsible for the functional oversight of legal in Asia Pacific. She is also a member of the HEINEKEN APAC Leadership team and the HEINEKEN Legal Affairs Leadership Team.
- Started her tenure at HEINEKEN in 2013 following its take-over of Asia Pacific Breweries Limited, where she had been General Counsel since 2004. She was closely involved in the de-listing and integration process and now heads HEINEKEN's APAC legal function.

- More than 20 years of experience in legal practice and in the in-house legal function for various Singapore listed companies. At Asia Pacific Breweries Limited, she was responsible for legal, compliance and enterprise risk management.
- Other experience includes joint ventures, mergers and acquisitions, setup of greenfield breweries and managing high profile litigation and arbitration in the Asia Pacific region.
- Listed in the 2019 GC Powerlist Southeast Asia (Most Influential Lawyers in Business).

Directorship

Listed Entity/Public Companies

Nil



YU YU-PING

Non-Independent Non-Executive
Director

Appointment Date

10 December 2018

Taiwanese | Female | 51

Board Committees Membership

- Audit & Risk Management Committee
- Nomination & Remuneration Committee

Qualifications

- Master in Business Administration Babson College, Massachusetts

Working Experience

- Presently the Senior Director, Human Resources (HR) of HEINEKEN APAC.
- Began her career with HEINEKEN in April 1996 as Singapore's Regional HR Manager Far East before moving to Heineken International Amsterdam in September 1998 as a Benchmarking Analyst with Corporate HR. She subsequently took on a different role as a Policy & OD Consultant before relocating back to Asia in 2005 as the Regional HR Manager, Asia Pacific.

- In October 2010, she assumed the role of Group HR Director with Asia Pacific Breweries Limited (APB). In that position, she played a key role in creating a shared HR Vision for a diverse HR team across Asia Pacific. With the successful integration of APB business into the HEINEKEN Group, she was then appointed as the Regional HR Director.
- Promoted to Senior Director, Human Resources on 1 July 2015.

Directorship

Listed Entity/Public Companies

Nil

Management Team's Profile



ROLAND BALA

Managing Director

Qualification

- Bachelor's Degree in Business Administrations, UiTM Malaysia

Appointment Date

1 September 2018

Malaysian | Male | 54

Working Experience

Within the **HEINEKEN** Group:

- Managing Director of Cambodia Brewery Ltd (CBL), HEINEKEN's operating company in Cambodia, from February 2012 to August 2018. In this role, he has led CBL to increase its market share by more than double. Thus, establishing CBL as the market leader in Cambodia.
- General Manager for Danang and Quang Nam Breweries in the central region of Vietnam from March 2009 to February 2012.
- Joined Asia Pacific Breweries (APB) as Special Assistant to the Regional Director from February 2008 to February 2009.

Previous Experience:

- Started his career with British Petroleum (BP) where he spent 16 years working in sales, logistics, operations and planning roles in retail, gas and lubes businesses.
- He was then appointed as the General Manager for BP Vietnam from 2003 to 2005 and subsequently as the Sales Director for the lubes business for Malaysia and Singapore from 2005 to 2007.



SZILARD VOROS

Finance Director

Qualification

- Master of Science Degree in Corporate Finance and Accounting, University of Pecs, Hungary
- Bachelor's Degree in Foreign Economics, College of Commerce and Economics, Hungary

Appointment Date

1 November 2017

Hungarian | Male | 43

Working Experience

Within the **HEINEKEN** Group:

- Joined HEINEKEN in July 2015 as Finance Director in HEINEKEN Hungary, where he led the Finance, Procurement and IT functions and co-pilot the business to drive HEINEKEN Hungary back on a growth path after years of decline.

Previous Experience:

- Over 15 years of experience working with the British American Tobacco (BAT) Group in various financial roles.
- Among some of the positions he held at BAT were Regional Marketing Investment Manager for BAT European Region, and Head of Finance Baltic Cluster.

Management Team's Profile



VASILY BARANOV

Sales Director

Qualification

- Bachelor's Degree in Environmental Engineering & Ecology, Russian State Environmental University, St. Petersburg, Russia

Appointment Date

4 February 2019

Russian | Male | 42

Working Experience

Within the **HEINEKEN** Group:

- Head of Sales at HEINEKEN Hanoi from November 2015 to January 2019. In this tenure, he developed and implemented long-term company commercial strategy; as well as maximised company top line and profit growth; while he also strengthened and built the sales team with talent development and succession planning programs implementation.
- He was previously the Commercial Manager at Mongolian Beverages Company Pte Ltd, HEINEKEN's operating company in Mongolia, from 2012 to 2013; then as a Sales Development Manager at HEINEKEN APAC from 2013 to 2015. In total, he has 7 years of experience managing sales performance in the Asia Pacific region.
- First joined HEINEKEN in 2001 at its Russia operating company where he worked his way up from Area Sales Manager to Business Development Manager and finally Regional Sales Manager before pursuing a career outside of HEINEKEN in 2009.

Previous Experience:

- He worked at Nike Russia from 2009 to 2012, where he held various roles such as Regional General Manager (St. Petersburg region), Field Sales Director, and Football & Team Sports Category Sales Manager.



PABLO CHABOT

Marketing Director

Qualification

- Master of Science in Marketing Management, Erasmus University Rotterdam, Netherlands

Appointment Date

1 May 2019

Dutch | Male | 37

Working Experience

Within the **HEINEKEN** Group:

- Joined HEINEKEN in 2008 as a Commercial Management Trainee and has held various roles in both Marketing and Trade Marketing across multiple HEINEKEN operating companies, including Netherlands, Nigeria, and Switzerland.
- In his most recent role, he was Heineken® Marketing Manager at HEINEKEN China from November 2017 to April 2019. In this role, he focused on building a winning team while championing a more digital and mobile first marketing approach. He also leveraged on partnership platform such as F1 and thematic campaigns to drive growth.
- He was with HEINEKEN China from April 2016, where he was first appointed as the Commercial Organisation & Capability Manager then subsequently the Head of Innovation.
- A strong track record of working across the Heineken® brand and other portfolio brands, driving both equity and commercial performance.

Management Team's Profile



RENUKA INDRARAJAH

Corporate Affairs & Legal Director

Qualification

- Formerly an Advocate and Solicitor of the High Court of Malaya
- Solicitor of the High Court of Australia
- Solicitor of the Supreme Court of Queensland
- Post Graduate Diploma in Legal Practice (QUT)
- Bachelor of Laws, University of Queensland

Appointment Date

1 February 2002

Malaysian | Female | 52

Working Experience

Within the **HEINEKEN** Group:

- 18 years of experience within the Group.
- Held various roles including Head of Legal Affairs before being promoted to Corporate Affairs & Legal Director.
- Trustee of SPARK Foundation since 2013.

Others:

- Since June 2007, serving as a Governing Council Member of the Confederation of Malaysian Brewers Berhad
- General Committee Member of Malaysian International Chamber of Commerce & Industry (MICCI).

Previous experience:

- Over 20 years of working experience in legal including over 10 years of experience in corporate affairs.
- Advocate & Solicitor specialising in corporate law at Skrine.
- Regional Legal Counsel at Sema Group.
- Vice President of Legal at Schlumberger Sema.



SALIMA BEKOEVA

Supply Chain Director

Qualification

- Economist - Mathematician
Moscow Plekhanov University of Economics
- Certified Professional Accountant and Auditor
Moscow Professional Educational Center, Russia

Appointment Date

1 April 2019

Russian | Female | 49

Working Experience

Within the **HEINEKEN** Group:

- Brewery Manager at Sampang Agung, Multi Bintang Indonesia (MBI), HEINEKEN's operating company in Indonesia, from October 2017 to March 2019. During her time with MBI, she enhanced its route to market efficiencies and cost management, as well as played a key role in the brewery's expansion.
- Previously the Branch Director at the Volga Brewery in Russia where she developed and implemented the vision and strategic direction of the brewery amongst others. Under her leadership, Volga Brewery was the first brewery to achieve TPM Bronze and was nominated as the best employer in Nizhegorodsky region in 2014. In 2017, the brewery achieved the highest productivity and lowest cost results, successfully passed ISO 14000 and OHSAS standards audits. Volga Brewery became a winner of HEINEKEN AMEE region Supply Chain award on a basis of 2017 results.
- Joined the HEINEKEN Group in 2005 and has held multiple roles across the finance and supply chain divisions.

Previous Experience:

- More than 13 years of experience in audit and finance; 3 years in sales and distribution; and more than 8 years in supply chain.

Management Team's Profile



KUKARAJAN (KUHAN) KANAGARAJAN

Human Resources Director

Qualification

- Masters in Human Resource Management & Industrial Relations, University of Newcastle, Australia

Appointment Date

6 May 2019

Malaysian | Male | 47

Working Experience

Previous Experience:

- More than 17 years of experience in the Human Resources (HR) industry.
- Most recently the Head of HR Corporate Services at OCBC Bank Malaysia, from 2014 to 2019, where he was responsible for strategic and operational functional direction and alignment encompassing both the HR specialist and operations functions.
- He spent the early part of his career in finance with DiGi Telecommunications before moving into HR with Grey Worldwide as a Senior Human Resource Manager, from 2002 to 2006.
- His experience in HR led him back to DiGi as Head of Performance Management before subsequently joining the banking industry, where he then took on increasingly senior HR roles with Citibank, AmBank, and HSBC Bank Malaysia.



JANINA VRIESEKOOP

Transformation & Technology Director

Qualification

- Pre-master Culture, Organisation & Management Vrije University Amsterdam
- Bachelor of Communications INHolland Rotterdam

Appointment Date

15 January 2020

Dutch | Female | 37

Working Experience

Within the HEINEKEN Group:

- Started her career in HEINEKEN Netherlands in 2013 as a Digital Media Consultant and worked her way up to a Senior Digital Consultant and then as Innovation Digital Manager.
- Key milestones included kick-starting iDDM (Individualised Data Driven Marketing), creating an Innovation mindset within her organisation and being the frontrunner in Agile by defining the organisation's ambition and programmes.

Previous Experience:

- Owner and founder of online publisher 'Ons Woord'.
- Account Manager & Project Manager in Internet agency, Virtual Affairs.
- Site Manager Internet & Intranet, AkzoNobel.