

*For Immediate Release*

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## **HEINEKEN Malaysia Reports 2025 Results**

*Group Delivers Steady Performance Through Disciplined Execution,  
Consistent Dividend Payout and Unveils EverGreen 2030 Value Creation Strategy*

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- Revenue held steady at RM2.8 billion (FY24: RM2.8 billion)
- Profit Before Tax (PBT) increased by 4% to RM607.7 million (FY24: RM584.3 million)
- Net profit moderated by 2% to RM459.3 million (FY24: RM466.7 million)

Heineken Malaysia Berhad (HEINEKEN Malaysia) today announced its financial results for the full year ended 31 December 2025 (FY25), delivering a broadly stable performance amid a challenging operating environment.

The Group's FY25 revenue reached RM2.8 billion, reflecting a slight uplift from FY24. This performance underscores the Group's ability to sustain topline performance despite challenging operating environment and softer consumer sentiment.

Profit Before Tax (PBT) rose by 4% year-on-year to RM607.7 million, supported by disciplined cost management and consistent operational execution across the business.

Net profit for the year eased 2% to RM459.3 million, primarily driven by the non-recurrence of reinvestment tax allowance that benefited FY24 performance. Excluding this one-off factor, the Group's underlying profitability would have shown an improvement of approximately 4%.

For the fourth quarter ended 31 December 2025 (4QFY25), revenue increased by 2% to RM839 million compared to the same period last year, mainly driven by excise duty increase in November 2025, further supported by effective revenue management and distribution efforts, as well as strategic commercial initiatives. PBT for the quarter rose by 8%, reflecting improved revenue performance and sustained cost discipline.

Commenting on the results, Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "HEINEKEN Malaysia delivered a steady performance in 2025, underpinned by robust revenue strategies and efficient cost management. Despite challenging operating environment and softer consumer sentiment, we maintained solid profitability, demonstrating the resilience of our business fundamentals and the steadfast commitment of our people."

Reflecting this performance, the Board has declared a single-tier final dividend of 112 sen per stock unit for FY25, subject to shareholders' approval at the upcoming 62<sup>nd</sup> Annual General Meeting. Upon approval, this will bring the total declared dividend for FY25 to 152 sen per stock unit. The dividend payout ratio for the year is 100%.

The Group boosted brand engagement in 2025, earning four Putra Brand and Putra Aria awards — Platinum for Heineken®, Gold for Tiger Beer and Guinness and Bronze for Edelweiss. Brand highlights in last quarter of the year include:

- **Guinness Clubhouse**, Malaysia’s first football-themed stay experience in Kuala Lumpur, leveraging Guinness’ role as the official beer of the Premier League.
- **Heineken® Phones Off, Tap On**, reinforces that celebrations are better when phones take a break, introducing a new 5-Litre Draught Home Bar Package to spark real-life connections.
- **Edelweiss Lemon Honey**, a limited-edition flavour expanding the brand’s lighter, flavour-led offering.
- **Star Academy 2025** trained 1,500 bartenders nationwide and celebrated a historic milestone with the naming of its first female champion.

The Group’s focus on talent excellence and sustainability earned recognitions in 2025, including:

- Inclusion in **Fortune 100 Best Companies to Work For™ Southeast Asia 2025**
- Recognitions on the **UN Global Compact Malaysia & Brunei (UNGC MYB) ESG Select List 2025** for water stewardship, climate action and circularity
- Awarded top honour for the Nature and Biodiversity category at the **UNGC MYB 2025 Awards**.

Looking ahead, Martijn added: “We expect external conditions to be more challenging, with macroeconomic uncertainty, inflationary pressures, and the impact of excise duty increase in November 2025 on beer likely to continue weighing on consumer sentiment and demand. We remain focused on productivity improvements and operational efficiency, strengthening our core business through portfolio and channel optimisation, and the acceleration of our digital transformation to deliver long-term value.”

He highlighted: “We acknowledge and appreciate the Royal Malaysian Customs Department for stepping up its enforcement efforts against illicit trade, which strengthens the industry ecosystem and safeguards legitimate industry players.”

The conclusion of the EverGreen 2025 strategy cycle marks the Group’s transition to EverGreen 2030, a sharpened five-year strategy that provides a clear roadmap for sustainable, long-term value creation. The EverGreen 2030 is anchored on three strategic pillars:

- **Accelerating Growth** by strengthening our brand portfolios, driving innovation and elevating consumers and customers centricity.
- **Stepping Up Productivity** by driving cost efficiency and generating value for growth.
- **Becoming Future Fit** by advancing digital transformation, sustainability leadership, and a high performance, people driven culture.

These priorities remain aligned with HEINEKEN’s global ambition to future-proof the business while delivering balanced growth for long term value. Visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com) for more.

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**About Heineken Malaysia Berhad**

HEINEKEN Malaysia is part of the world's pioneering beer company and one of the leading brewers in the country, with a portfolio of iconic international brands. Guided by our purpose of Brewing the Joy of True Togetherness to inspire a better world, our sharpened EverGreen 2030 strategy delivers balanced growth through three priorities:

- **Accelerate Growth** by strengthening category growth, driving innovation and elevating consumers and customers centricity.
- **Step Up Productivity** by driving cost efficiency and generating value for growth.
- **Focus Future Fit** by advancing digital transformation, sustainability leadership, and a high performance, people-driven culture.

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 all-time local favourite **Anchor Smooth**
- The premium wheat beer born in the Alps **Edelweiss**
- And many more. Visit [www.heinekenmalaysia.com](http://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](http://www.heinekenmalaysia.com).

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