



GUINNESS ANCHOR BERHAD (GAB) GROWTH ACCELERATES ENABLING INCREASED MALAYSIAN INVESTMENT

1st Quarter Profit grows by 42.7%

PETALING JAYA, November 2, 2011: Guinness Anchor Berhad (GAB) announced today that it achieved a net profit of RM 55.2 million in first quarter of FY12, ended September 30th 2011. This is 42.7 percent higher than the same quarter in the previous financial year.

First quarter revenue was 21.3 percent higher than a year ago at RM 444.6 million while earnings per share for the period were 18.28 sen versus 12.81 sen.

Charles Ireland, Managing Director of Guinness Anchor Berhad, said “We are delighted to see our growth accelerate as this enables us to further increase our investments in Malaysia. Over the past decade, our investments in marketing, promotions, dealer incentives and retail partnerships have all increased in tandem with our financial performance. With these results it is clear that the investments are producing excellent returns. Besides that, our contributions to tax and duty have also risen significantly during our 10 consecutive years of growth.”

According to Charles, a key aspect of GAB’s growth strategy is making investments in initiatives that improve organisational efficiency. Last July, the company embarked on a 40 million ringgit project to upgrade its information technology infrastructure. Called “Project Quantum,” its aim is to enhance the company’s business processing capabilities to world-class standards.

The first quarter also saw strong growth from GAB’s portfolio of leading brands. “Tiger Beer’s exceptional growth in the 1st quarter means it may now be the largest beer brand in Malaysia in terms of volume and sales value. Guinness and Heineken have also shown impressive double digit growth. It’s really great to start the year with all 3 brands performing phenomenally well,” said Charles.

GAB’s 1st quarter revenue could be attributed to major marketing campaigns of their leading brands such as *Tiger Street Football*, *Arthur’s Day* and *Heineken Rainforest Music Festival*. Tiger Street Football’s semi-finals and finals drew close to 10,000 viewers, while the Arthur’s Day Celebration was attended by over 20,000 Guinness fans. A similar number of people attended the Heineken Rainforest World Music Festival held in Kuching this year.

In the months ahead, GAB will continue its investment in its people, brands and performance to sustain and increase momentum. The company is also currently gearing up for the festive season with soon to be launched marketing campaigns.

About Guinness Anchor Berhad

GAB with its portfolio of iconic, international brands, is the beer and stout market leader in Malaysia. GAB brews, 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;

GAB also produces the wholesome, premium quality non-alcoholic MALTA. GAB's brand portfolio also includes the world's best selling cider STRONGBOW, the no.1 German wheat beer PAULANER and the original Mexican beer SOL.

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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