

ESG Review

RESPONSIBLE CONSUMPTION

Why it matters?

Our brands are made for the enjoyment of the people. We believe that our beers and ciders, when consumed in moderation, can be part of a fulfilling and balanced lifestyle. It is essential for us to address the harmful use of alcohol to help consumers understand and instill greater awareness within society as we market our brands.

We strive to send the message that what you drink is “Always a Choice” by offering non-alcoholic options. We empower our consumers to make informed choices about our products. With Heineken® 0.0, our consumers are given the choice to lead a more balanced lifestyle without compromising the taste of good beer.

As a responsible company, we make it our priority to promote responsible consumer drinking behaviour as part of our aspiration to create a positive impact on society with our brands. Every year, 10% of Heineken® media spend is dedicated to promotional activities and campaigns that promote responsible consumption. Our marketing materials undergo a strict review process to ensure our messages are communicated ethically and clearly to our consumers.

To us, the enjoyment of our beers and ciders is best done responsibly and in moderation. As a company with integrity, we strongly advocate responsible consumption through the marketing and promotion of our products. It is also in line with UN SDG Target 3.5 which is to strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol. There were no incidents of non-compliance concerning marketing communications and product labelling recorded for 2022.

LINKAGES BETWEEN MATERIAL SUSTAINABILITY MATTERS AND BaBW AMBITION AREAS

| Material Matters | Ambition Areas |
|-------------------------------------|----------------------|
| Product Safety, Quality & Hygiene | Always a Choice |
| Responsible Marketing & Consumption | Address Harmful Use |
| | Make Moderation Cool |

CONTRIBUTION TO UN SDGs



RESPONSIBLE CONSUMPTION PERFORMANCE OVERVIEW

100%
partnerships in addressing harmful use

>10%
Heineken Media Spend in FY2022

ALWAYS A CHOICE

Everyone should have the option of selecting the right beverage for the right occasion. Our zero alcohol option, Heineken® 0.0 provides the refreshing fruity notes and soft malty body of beer without the effects of alcohol. This gives consumers a ‘real alternative’ which promotes moderate alcohol consumption and a more balanced lifestyle.

We are committed to providing clear information about our products, making them available on both brand and corporate websites. Information for consumers include Alcohol by Volume (ABV), calories, ingredients, allergens, nutrient information and harm reduction symbols. We are also working towards our

goal of providing clear and transparent product information on 100% of our products.

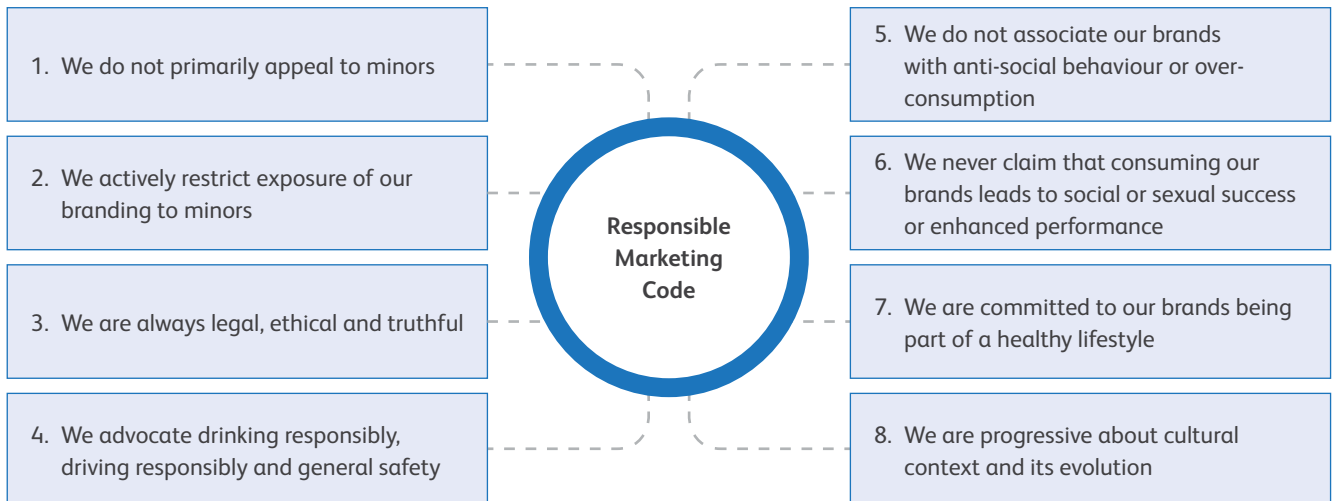
PRODUCT SAFETY, QUALITY & HYGIENE

In promoting the health and wellbeing of our consumers, we practise stringent adherence to hygiene and safety standards and closely monitor our operations throughout production processes. Our brewery was 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 and we have also been accredited with the global ISO 9001:2015 (Quality Management Systems) certification since 2018.

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RESPONSIBLE MARKETING CODE

Our commitment to advocate responsible consumption is supported by a stringent and comprehensive Responsible Marketing Code (RMC). To help ensure our brands communicate ethically and enable consumers to enjoy our beers and ciders responsibly and in moderation, we have a process in place where all marketing materials including point-of-sale materials, are reviewed according to the eight principles below:



Marketing Materials Reviewing Process



ADDRESS HARMFUL USE

HEINEKEN Malaysia continues to be strongly committed to tackling the harmful use of alcohol. We will continue to cultivate local partnerships to address alcohol harm including topics like the prevention of underage drinking, drink-driving and binge drinking.

Illicit Trade

HEINEKEN Malaysia is a member of the Confederation of Malaysian Brewers Berhad which engages with and supports the Government's efforts towards eliminating the sale of illicit alcohol in Malaysia. We are committed to supporting the government in stamping out illicit trade through holistic efforts including strengthening enforcement by working closely with the Royal Malaysia Customs Department as well as raising greater awareness in the Malaysian market.

Advocating Responsible Consumption

We are committed to building a responsible consumption culture. As a responsible company, we believe that our products should be enjoyed sensibly and in moderation. Heineken N.V. has been one of the signatories of the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking (Commitments) since 2012. The Commitments embody five ambitious commitments to build a responsible drinking culture for our internal and external stakeholders. Our progress at the local level is in line with the commitments and aligned with UN SDG 12.

HEINEKEN Malaysia has always led the effort in engaging and educating its customers and consumers on enjoying beers and ciders responsibly. Millions of people across the world have been reached in the mission to combat harmful drinking. The Heineken® brand dedicates 10% of media spend to responsible drinking campaigns. This investment includes

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the ‘When You Drive, Never Drink’ programme which provides an unprecedented opportunity to help change attitudes and behaviours and reduce drink driving around the world.

We have also joined forces with Grab Malaysia to encourage responsible and safe behaviours among consumers through the ‘Enjoy Responsibly and Get Home Safely This Festive Season’ campaign. The objective of this campaign was to raise awareness of the dangers of driving under the influence and encourage responsible consumer behaviour. In December 2022, we offered up to 10,000 Grab promo codes for a RM10 discount off Grab rides for various Heineken®, Guinness and Tiger brand events. Through this campaign we were able to encourage consumers to use e-hailing during at-risk times, proving our commitment to being part of the solution to help people make safe choices.

and reminding them, when they drive, they should never drink.

As a result, we received over 3,000 consumer pledges and all the consumers were rewarded with over 3,000 Grab (e-hailing) vouchers.

HEINEKEN Malaysia also calls for its valued business partners including restaurants, coffee shops, bars, hotels, and retailers as well as relevant trade associations to sign the HEINEKEN Malaysia Responsible Consumption Industry Pledge and be an ‘Enjoy Responsibly’ ambassador. Through the pledge, HEINEKEN Malaysia aims to inspire its business partners to join forces as part of a responsible and progressive industry in Malaysia. Over 100 signatures were obtained from various industry players who committed to being our responsible partners and our Enjoy Responsibly ambassadors!

HEINEKEN

Enjoy RM10 OFF to and from our brand events during this festive season when you book a ride with:

Grab

PROMO CODE

ENJOYRESPONSIBLY

*Limited to 2x redemptions per user While Stocks Last

Do Not Drink & Drive.

RES. ENJOY. RESPONSIBLY

HEINEKEN

About Us | Brands | Investor Relations | Corporate Responsibility | Careers | News Room | Contact Us | Beer Order Enquiry

SIGN THE PLEDGE

Signatories

THE BARN
WINE • SMALL PLATES
PIZZERIA

THE MARINIS GROUP

聯和有限公司

LA BODEGA
TAPAS Y VINOS

When You Drive, Never Drink Pledge Campaign

Earlier in 2022, we also launched the When You Drive, Never Drink campaign. We reinforced the Company’s commitment to advocating against harmful consumption and behaviours through a series of initiatives to encourage consumers, business partners and employees to take a stand against drink-driving.

The campaign aims to encourage consumers to be the hero who drives sober by taking the leap to pledge to never drink when they drive. It also serves to inspire consumers to adopt healthy drinking habits towards drinking to protect their health, families and society and to turn peer pressure into peer support. Through the campaign, the Company reiterates that there is no better way to get home safely after drinking than by supporting your friends

I TOOK A STAND AGAINST DRINK-DRIVING

WHEN YOU DRIVE NEVER DRINK

Heineken

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MAKE MODERATION COOL

The Heineken® brand dedicates 10% of our media spend to promote responsible consumption campaigns annually. In 2022, we invested 11% of our media spend in educational and promotional campaigns which included the 'When You Drive, Never Drink' campaign in the third quarter of 2022.

Additionally, we endeavour to promote responsible alcohol consumption by setting a good example. HEINEKEN's Policy on Responsible Alcohol Consumption outlines our commitment as ambassadors for responsible consumption. Our employees are expected to comply with the Policy as they represent our brand in promoting the enjoyment of our products in moderation as part of a balanced and healthy lifestyle. The Policy is strongly communicated throughout our workforce and failure to comply will lead to disciplinary measures which may include dismissal.

OUR BREW A BETTER WORLD 2030 TARGETS AND PROGRESS: RESPONSIBLE CONSUMPTION

| Ambition Areas | Our Brew a Better World Global Commitments | Our 2022 Progress |
|----------------------|--|---|
| Always a Choice | A zero-alcohol option for two strategic brands in the majority of our markets. | Heineken® 0.0 has been available in Malaysia since 2019. |
| | 100% of products to include clear and transparent product information.* | Artwork designs for Heineken®, Tiger, and Anchor brand labels were approved in 2022 and a changeover will take place in 2023. |
| Address Harmful Use | 100% of markets in scope to have a partnership to address alcohol-related harm. | Launched partnership with Grab Malaysia offering up to 10,000 Grab promo codes to promote responsible drinking. |
| Make Moderation Cool | 10% of Heineken® media spend invested in responsible consumption campaigns annually. | 11% of Heineken® media spend invested in responsible consumption campaigns. |

* Product information includes ABV, calories, ingredients, allergens, nutrient information and harm reduction symbols