

For Immediate Release

30 October 2024

HEINEKEN Malaysia Enhances Efforts to Uplift Local Communities

An additional RM200,000 contribution for the festive season to improve access to clean water, enhance food security and provide food aid for underprivileged communities

PETALING JAYA, 30 October 2024 – Aligned with its Brew a Better World 2030 strategy, HEINEKEN Cares programme is an initiative by Heineken Malaysia Berhad (HEINEKEN Malaysia) aimed at uplifting communities where it operates. The company is proud to celebrate more than 30 years of its active role in uplifting and supporting diverse groups of Malaysian communities, fostering positive change and growth in these communities.

Building on its commitment, the company will continue its collaboration with Sokong to support 4 NGOs with several initiatives to empower local communities. To kick off the programme, HEINEKEN Malaysia supported 120 low-income Indian families in Desa Mentari with essential food items this festive season.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia said, “We believe that when our people, planet and surrounding communities are looked after, our business thrives. Over the last three decades, we have collaborated with strategic partners to uplift and support communities around our brewery and across various states, including Sabah and Sarawak. We are committed to continue making a positive impact where we operate by supporting those in need, staying true to our purpose of brewing the joy of true togetherness to inspire a better world.”

Through, HEINEKEN Cares, the company has invested in several initiatives:-

Strengthening Watershed Protection

Since 2007, HEINEKEN Malaysia has invested RM15 million in protecting water resources and pledged an additional RM6 million through 2030, recognising that water is essential not only for environmental health but also for social well-being, supporting community health and resilience. Through awareness programmes and investments into nature-based solutions like river rehabilitation and reforestation, the Company aims to support long-term water security in Sungai Way, Sungai Penchala and Sungai Selangor, in collaboration with Global Environment Centre, local communities and in support of local government agencies.

Unlocking Potential through Upskilling

HEINEKEN Malaysia has also supported communities through its English Enrichment Training Programme, by partnering with education experts to provide upskilling opportunity for 630 educators. Over a period of 14 years, the Company invested over RM6.6 million in the programme for participants from 369 institutions, comprising vernacular Tamil, Chinese and East Malaysian institutions.

Bringing Communities Together for a Greater Cause

For over 30 years, HEINEKEN Malaysia has invested in its Tiger Sin Chew Chinese Education Charity Concert programme, aimed at bringing communities together to raise funds for a greater cause. Through the initiative, HEINEKEN Malaysia has raised over RM426 million for 549 institutions nationwide supporting its beneficiaries in improving their facilities and enhancing the learning environment.

Empowerment Beyond Aid

At the height of the pandemic in 2021, HEINEKEN Malaysia supported needy communities with essential food aid. Following this, the Company shifted its focus to long-term food security, collaborating with local communities to develop sustainable farming solutions in response to evolving needs.

The Company has also supported communities by establishing rainwater harvesting systems and gravity water systems to improve clean water access. These systems help the communities by mitigating water disruptions, reducing reliance on treated water for non-potable usage, and alleviate pressure on water resources. Beneficiaries also received training to maintain and manage the systems, fostering greater self-sufficiency.

Renuka Indrarajah, Corporate Affairs & Legal Director of HEINEKEN Malaysia said, “We recognise that meaningful change happens through collaboration. By working hand-in-hand with our partners and communities, we are able to make a lasting impact for underserved communities. By investing in sustainable community initiatives, we go beyond addressing the immediate needs of the community; it paves the way to build resilient communities.”

Working Together for Change: Make a Difference Today

Keeping the momentum, HEINEKEN Malaysia remains dedicated to supporting local communities with the launch of a new phase of its HEINEKEN Cares initiative today. In collaboration with Sokong, the programme will support Hopes Malaysia, Soroptimist International Region of Malaysia (SIROM), PWD Smart Farmability and MyKasih Foundation, focusing on important causes related to water access and food security.

HEINEKEN Malaysia is committed to uplifting local communities and making a positive impact. This initiative invites the public to contribute through the Sokong platform, and for each RM10 donated, HEINEKEN Malaysia will top up with an additional RM40 towards the cause.

Make your contribution today through <https://sokong.org/campaigns/heineken-cares-2024>.

Further information on HEINEKEN Malaysia’s sustainability initiatives can be found at HEINEKEN Malaysia’s official website <https://www.heinekenmalaysia.com/> or SPARK Foundation’s official website: sparkfoundation.com.my.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- The World's No. 1 stout **Guinness**
- The smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- Edelweiss, infused with juicy peach flavour – **Edelweiss Peach**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia is committed to advocating responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its corporate responsibility arm, **SPARK Foundation**, focusing on environment and community partnerships.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beers to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

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.

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