

For Immediate Release

EMBARGO: 26 July 2021 4pm

Every Step Counts, Every Meal Matters

HEINEKEN Cares pledges 150,000 meals to vulnerable communities in Malaysia

Heineken Malaysia Berhad (HEINEKEN Malaysia) launched its HEINEKEN Cares programme today, pledging 150,000 meals to vulnerable communities across Malaysia to help mitigate the negative impacts of a prolonged lockdown.

The HEINEKEN Cares programme, which connects employee wellness with community purpose, is committed to donate 1 meal for every 1,000 steps taken by a HEINEKEN Malaysia employee from now until 31 December 2021. With an overall target of 150 million steps by HEINEKEN Malaysia's employees collectively, this translates to an expected 150,000 meals to be channeled to communities in need.

Roland Bala, Managing Director of HEINEKEN Malaysia said, "The pandemic has taken a toll on many communities, leaving many families without stable income to obtain food and other basic needs. In this challenging period, we reach out with a helping hand to support those in need. Our efforts reflect HEINEKEN's Brew A Better World sustainability commitment, particularly with social sustainability as a key focus."

"Through the HEINEKEN Cares programme, every employee can play a part. As every step we take will count towards aid being channeled to our communities. We realise that the lockdowns can have an impact on people's health as well, so we are excited to launch a programme that keeps our employees motivated to live healthier and exercise more. Knowing that our every step contributes to a bigger purpose will be added motivation for our people," Roland added.

The HEINEKEN Cares programme will be administered by SPARK Foundation, which is HEINEKEN Malaysia's CSR arm. The programme brings together eight organisations across Malaysia in a joint effort to deliver food aid to communities affected by loss of income or jobs due to the pandemic. The partners involved include Epic, Dialogue Includes All, PWD Smart Farmability, Soroptimist International Damansara, and the Make It Right Movement in Peninsular Malaysia. In East Malaysia, the HEINEKEN Cares programme will be channeled through Hope Place Kuching in Sarawak, as well as Kupikupi FM and Hopes Malaysia in Sabah. The type of food aid generally includes cooked meals, groceries, fresh vegetables and fish, and other essentials depending on the needs of the different local communities.

Renuka Indrarajah, Corporate Affairs & Legal Director of HEINEKEN Malaysia and Trustee of SPARK Foundation said, "Growing with communities is an important part of HEINEKEN Malaysia's commitment to social sustainability. As a responsible and progressive corporate citizen, we want to help our communities with their essential needs. By teaming up with our eight partners, the HEINEKEN Cares programme will deliver relief in an effective and sustainable manner, ensuring we do what we can to help over the next few months."



MEDIA RELEASE

“Our corporate and social responsibility efforts through SPARK Foundation are aligned with the United Nation’s Sustainable Development Goals, and we aim to spark positive change in the communities through our projects. We are proud that every HEINEKEN Malaysia employee will get to play a role. Every step counts, every meal matters!”

SPARK Foundation welcomes interested groups or individuals who wish to support the HEINEKEN Cares programme to contact the Foundation via email to hello@sparkfoundation.com.my.

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

<ENDS>



About Heineken Malaysia Berhad

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. 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 World's No. 1 stout **Guinness**
- The premium wheat beer born in the Alps **Edelweiss**
- 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 through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand, within 60 minutes or as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign. The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: www.heinekenmalaysia.com

For media enquiries, please contact:

Heineken Malaysia Berhad

Ng Eng Kiat

Head of Communications & Sustainability

Corporate Affairs & Legal Department

Email: engkiat.ng@heineken.com

Tel: 017-360 7277

Lumos Hill+Knowlton Strategies

Justin Then

justin.then@hkstrategies.com

Cell: 012-288 1802

Sabrina Chong

sabrina.chong@hkstrategies.com

Cell: 012-206 6375