

Our Purpose & Values

Our Purpose



Our Values



About Us

Heineken Malaysia Berhad (HEINEKEN Malaysia) is a leading brewer, with a portfolio of world-class brands that includes:

- 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 – Kilkenney
- The real shandy – Anglia
- The premium quality non-alcoholic Malta

Heineken Malaysia Berhad's (HEINEKEN Malaysia) history in the country dates back to 1964, and the Company's shares have been listed on the Main Market of Bursa Malaysia since 1965.

HEINEKEN Malaysia is 51% owned by GAPL Pte Ltd (GAPL) and 49% by the public. The Company's name was changed to Heineken Malaysia Berhad on 21 April 2016 following Heineken NV's acquisition of Diageo Plc's stakes in GAPL in October 2015. GAPL is a subsidiary 100% owned by Heineken NV, the world's most international brewer.

Our 23.72-acre Sungei Way Brewery is 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. The brewery also received the ISO 9002 Certification since 1995 and has upgraded to MS ISO 9001: 2008 in 2010 and, subsequently, to ISO 9001:2015 in 2018.

HEINEKEN Malaysia employs more than 500 people at our headquarters and brewery in Petaling Jaya, Selangor, as well as our 13 sales offices throughout Peninsular and East Malaysia.

Our people are the heart of the Company, driving us forward with their energy and dedication. Through their every action and day-to-day interactions, they reflect HEINEKEN's values of Passion for customers & consumers, Courage to dream & pioneer, Care for people & planet, and Joyment of life.

These values strengthen our stakeholder relationships From Barley to Bar, and underline our global sustainability strategy to Brew A Better World. We believe it is critical to be responsible in order to be sustainable, and take our responsibility to our people, planet and performance seriously.

While promoting the enjoyment of our beers and ciders, we take the lead in advocating responsible consumption. Through HEINEKEN Malaysia's corporate social responsibility arm SPARK Foundation, we extend our commitment to grow with local communities for a better tomorrow.



Our Chairman's Message

Brew the Joy of True Togetherness to Inspire a Better World

I take the opportunity to recognise the efforts of the Management Team and all employees at HEINEKEN Malaysia for the immense resilience demonstrated as we rode through this bumpy journey that was filled with uncertainties. The effort, in collaboration with our business partners and valued customers, enabled us to not only survive, but emerge stronger together.



Our Chairman's Message

Dear Shareholders,

2021 was another challenging year for the Group. Government-imposed restrictions on social and economic activities continued as the world battled the rise of new variants of the COVID-19 pandemic. These prolonged lockdowns put great pressure on supply chains and the external business environment, putting the brakes on the pace of economic recovery.

Heineken Malaysia Berhad (HEINEKEN Malaysia) was required to suspend operations at our Sungei Way Brewery for 11 weeks from June to August 2021 as brewers were again classified as non-essential and placed in the National Security Council's negative list. In addition to the 7 weeks we stopped operations in 2020, the total of 18 weeks we were not able to operate is unprecedented in nature and brought significant impact to our performance.

In this regard, I take the opportunity to recognise the efforts of the Management Team and all employees at HEINEKEN Malaysia for the immense resilience demonstrated as we rode through this bumpy journey that was filled with uncertainties. The effort, in collaboration with our business partners and valued customers, enabled us to not only survive, but emerge stronger together.

The Group sharpened its focus on various initiatives designed to enable recovery whilst improving operational efficiency to protect profitability. These efforts, which started in the year before, were further accelerated in 2021:

- Front-load cost and value measures to right-size the cost base and organisation
- Fund the growth by investing in our core brands and innovations that have potential to scale
- Accelerate digital and technology through B2B and B2C e-Commerce
- Raise the bar on sustainability and responsibility
- Unlock talent by developing people and embedding the HEINEKEN culture

The effectiveness of these big bold moves helped mitigate the negative impacts of the lockdowns and so, despite the longer period of stoppage in our operations, Group revenue FY21 increased 12% to RM1.98 billion, mainly due to improved revenue management and higher in-home consumption as a result of the recovery of business and economic activities. The effectiveness of our cost and value initiatives as well as efficiency of commercial and marketing investments contributed to the Group Profit Before Tax increase of 62% to RM321 million in FY21.

The Board at HEINEKEN Malaysia has proposed a single tier final dividend of 66 sen per stock unit for the year ended 31 December 2021, subject to the approval of shareholders at the forthcoming Annual General Meeting. The single tier dividend will be paid on 28 July 2022 to shareholders registered at the close of business on 30 June 2022.

The total dividend for the year ended 31 December 2021 is 81 sen per stock unit comprising:

- a single tier interim dividend of 15 sen per stock unit which was paid on 18 November 2021; and
- a proposed single tier final dividend of 66 sen per stock unit.

During the year, the health and safety of our people remained a key priority. We appreciate the effort of the Government's roll-out of vaccines to the general population and cooperated by encouraging our employees to sign up voluntarily to participate in the National COVID-19 Immunisation Programme (PICK), the Public-Private Partnership COVID-19 Industry Immunisation Programme (PIKAS), or the AstraZeneca Voluntary Opt-in. This effort enabled 100% of our brewery's essential workforce to receive their first dose of the vaccine by July 2021 and enabled all other employees and contractors required to work on site to be fully vaccinated during the second half of the year.

By implementing a rigorous process to proactively screen for and prevent the spread of COVID-19 at the workplace, we were able to create a safe workplace at our brewery. Besides fully complying with all required SOPs by the Government, we test our on-site employees and contractors on a bi-weekly basis. Our operations are highly automated, thus requiring only a minimal number of workers to handle systems and machines on our 23.72-acre site and allowing physical distancing of at least 10 metres between operators. With no external visitors allowed to our brewery and our office-based employees returning to the office on a split-teams basis, this method has ensured zero workplace clusters. We remain confident that a fully vaccinated workforce and strict observation of SOPs will minimise the risk of transmission at the workplace.

At the time of writing, Malaysia is fighting a surge in new COVID-19 cases due to the wave of Omicron variant infections. On the positive side, the Government has announced that Malaysia will begin its transition to the endemic phase from 1 April 2022, with a national strategy named #ReopeningSafely. We remain hopeful that the gradual relaxation of restrictions and reopening of the country's borders will spur tourism and reignite the hospitality industry, which will be beneficial to the recovery of the vibrant

SINGLE TIER INTERIM DIVIDEND

15 sen

per stock unit paid on
18 November 2021

PROPOSED SINGLE TIER FINAL DIVIDEND

66 sen

per stock unit, payable in
July 2022



Our Chairman's Message



In total, we successfully channelled more than 250,000 meals and care packages to communities in need from July to December 2021."

food and beverages scene Malaysia is so well known for.

In 2021, we reinforced our commitment to sustainability. Launching the next phase of our Brew A Better World sustainability strategy, Raise the Bar 2030 represents an ambitious undertaking with clear targets in three key areas – Environmental Sustainability, Social Sustainability and Responsible Consumption. Amongst the commitments is a stepped-up ambition to decarbonise our production by 2030 and the full value chain by 2040. Compared with the base year of 2018, we have reduced carbon emissions in production at our Sungei Way Brewery by 15.7% in 2021. We still have more to do to reach our net zero carbon ambition and will continue exploring feasible pathways that will enable us to achieve this goal.

As a responsible brewer, we continued to demonstrate leadership in water conservation. Our three-pronged approach combines water efficiency, water circularity and water stewardship to ensure we do our part to protect our watersheds. We have a target to balance 1.5 litres of water for every 1 litre of water used in the production of our beers and ciders. In 2021, we are proud to have exceeded this target, achieving 289% of the targeted volume. Undoubtedly, it will take a bigger collective effort to safeguard Malaysia's long term water security. In 2022 and the years ahead,

we aim to step up collaboration and engagement with key stakeholders including the Government, civil society, other companies, as well as our surrounding communities.

In 2021, we joined the 30% Club Malaysia, a local chapter of the global business-led campaign focused on building an ecosystem of businesses to promote diversity, equity and inclusion (DEI) with a focus on gender balance on boards and C-suites. Launched in May 2015, 30% Club Malaysia aims to activate the Chairs and CEOs to be visible in adopting DEI best practices in their organisations as well as engage wider stakeholders with market influence through its activities. We lead by example when it comes to advocating for inclusion and diversity, with women comprising 43% of our Board of Directors, exceeding the Government's target of having at least 30% women on the Boards of public listed companies. We also ranked number two out of 312 companies on Bursa Malaysia benchmarked in the Board Diversity Index 2021 and have a 55:45 male to female ratio in the middle to senior management positions.

Despite the challenges we faced in 2021, we did not forget our commitment to support our local communities. We launched HEINEKEN Cares and worked with 8 community partners across Peninsular Malaysia, Sabah and Sarawak. In total, we successfully channelled more than 150,000 meals to communities in need from July to December 2021. During the massive flood disaster in December, we committed a further 100,000 meals and urgent care packages to victims of the floods in the states of Selangor, Negeri Sembilan, Johor as well as Pahang.

I take this opportunity to thank the Government for not increasing excise duties on beer and stout during its Budget 2022 announcement. As it is, Malaysia's excise rate for beer and stout ranks amongst the highest in the world. We also commend the Government for committing to further clamp down

on illicit trade through its Multi-Action Task Force. We greatly appreciate this approach by the Government and we believe that this will be a win-win solution for both Industry and Government.

Acknowledgements

On behalf of the Board, I would like to welcome Lau Nai Pek (David) to the Board. David has over 35 years professional experience in finance and leading financial organisations in various locations in Australia, Brunei, China, Malaysia, New Zealand, Netherlands and UK. He retired from Shell Malaysia in August 2011 after serving the Shell Group for about 30 years. He succeeds Martin Giles Manen who retired from the Board in May 2021 having served the Board as an Independent Director for over 12 years. I would also like to welcome Raquel Batallones Esquerro (Rocky) who joined the Board in September 2021. Rocky replaces Yu Yu-Ping who left the HEINEKEN Group in August 2021. I look forward to working closely with both of them.

On behalf of the Board and Management, I take this opportunity to thank both Martin and Yu-Ping for their valuable contributions and wise counsel to the Board.

I would like to give sincere appreciation to our shareholders, business partners and consumers for their confidence and relentless support despite the challenging times over the past two years. I would also like to thank our Management Team, led by Roland Bala, as well as all employees at HEINEKEN Malaysia for their resilience, courage and commitment towards our purpose, which is to **Brew the Joy of True Togetherness to Inspire a Better World.**

Thank you.

Dato' Sri Idris Jala

Chairman

15 March 2022

Directors' Profile



**DATO' SRI
IDRIS JALA**
Chairman,
Independent
Non-Executive
Director

Malaysian ■ Male ■ Age 63

Appointed on 1 January 2017

Qualifications

- ⇒ Bachelor's Degree in Development Studies and Management, Universiti Sains Malaysia
- ⇒ Master's Degree in Industrial Relations, University of Warwick

Board Committees Membership

- ⇒ Nomination & Remuneration Committee (Chairman)

Working Experience

- ⇒ Presently, President and Chairman of PEMANDU Associates.
- ⇒ Former Managing Director of BFR Institute and CEO of PEMANDU, a unit in the Prime Minister's Department, Malaysia, the organisation tasked with spearheading Malaysia's transition towards high income status by 2020.
- ⇒ Served as Minister in the Prime Minister's Department for 6 years, and later as the Advisor to the Prime Minister on the National Transformation Programme.
- ⇒ A renowned transformation guru in turning around companies' performance through his big fast results methodology and transformational strategies that are innovative, rigorous and relevant to today's demands.
- ⇒ Has continuously delivered sustainable social economic reforms which, in 2014, saw Bloomberg place him among the top 10 most influential policy makers in the world.
- ⇒ Founder and Executive Chairman of the Global Transformation Forum (GTF), the world's singular platform for influential, global leaders to engage and share experiences and best practices on how to drive transformation.

- ⇒ An Expert Resource Speaker at the Harvard Health Leaders' Ministerial Forum and a Visiting Fellow of Practice at the Oxford Blavatnik School of Government.
- ⇒ Served on the Advisory panel for the World Economic Forum (WEF) on New Economic Growth and also on the Advisory Panel of World Bank.
- ⇒ Former Managing Director / CEO at Malaysia Airlines (MAS) for 3 years. He was brought on board to turn around the airline which was in crisis brought about by a prolonged bout of losses from operational inefficiencies.
- ⇒ Prior to MAS, he spent 23 years at Shell, rising up the ranks to hold senior positions including Vice President, Shell Retail International and Vice President Business Development Consultancy, based in UK. This included successful business turnarounds in Malaysia and Sri Lanka.

Directorship in other Public Companies / Organisations in Malaysia

- ⇒ Sunway Berhad
- ⇒ Jeffrey Cheah Foundation

Directors' Profile



ROLAND BALA
Managing Director,
Non-Independent Executive Director

Malaysian ■ Male ■ Age 56
Appointed on 1 September 2018

Qualifications

Bachelor's Degree in Business Administrations, UiTM Malaysia

Board Committees Membership

Nil

Working Experience

Within HEINEKEN Group:

- ⇒ From February 2012 to August 2018, Managing Director of Cambodia Brewery Ltd (CBL), HEINEKEN's operating company in Cambodia. In this role, he has led CBL to increase its market share by more than double, establishing CBL as the market leader in Cambodia.
- ⇒ From March 2009 to February 2012, General Manager for Danang and Quang Nam Breweries in the central region of Vietnam.
- ⇒ February 2008 to February 2009, Special Assistant to the Regional Director of Asia Pacific Breweries.

Previous Experience:

- ⇒ Started his career with British Petroleum (BP) where he spent 16 years working in sales, logistics, operations and planning roles in retail, gas and lubes businesses.
- ⇒ He was then appointed as General Manager for BP Vietnam from 2003 to 2005 and subsequently as the Sales Director for the lubes business for Malaysia and Singapore from 2005 to 2007.

Directorship in other Public Companies / Organisations in Malaysia

- ⇒ Confederation of Malaysian Brewers Berhad



LAU NAI PEK
Senior Independent Non-Executive Director

Malaysian ■ Male ■ Age 69
Appointed on 22 May 2021

Qualifications

- ⇒ Member of the Malaysia Institute of Accountants
- ⇒ Bachelor of Commerce Degree, Canterbury University, New Zealand

Board Committees Membership

- ⇒ Audit & Risk Management Committee (Chairman)
- ⇒ Nomination & Remuneration Committee

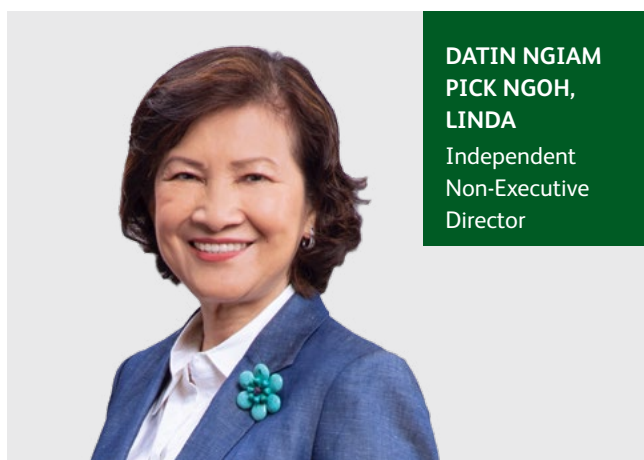
Working Experience

- ⇒ A finance professional with more than 35 years of working experience in various location including New Zealand, Brunei, United Kingdom, Malaysia, China and the Netherlands.
- ⇒ Retired from Shell Malaysia in August 2011 after serving the Royal Dutch Shell Group for over 30 years. His major assignments include Finance Director of Shell Malaysia, Finance Director of Shell China, Global Controller of the Exploration & Production Division of Royal Dutch Shell Group, and Vice-President Finance of Shell International Exploration and Production B.V., in the Netherlands.
- ⇒ Upon his retirement from Shell, David served 12 years with Axiata Group Berhad and Celcom Axiata Berhad as an Independent non-executive Director and Chairman of their Board Audit Committees, and 11 years with Employees Provident Fund, Malaysia as an Independent Investment Panel member.

Directorship in other Public Companies / Organisations

- ⇒ KKB Engineering Bhd
- ⇒ Malaysia Airlines Group
- ⇒ Dialog Axiata PLC, Sri Lanka

Directors' Profile



**DATIN NGIAM
PICK NGOH,
LINDA**
Independent
Non-Executive
Director

Malaysian ▪ Female ▪ Age 67
Appointed on 3 December 2012

Qualifications

- ⇒ Bachelor of Arts (Hons) in Social Sciences, University of Malaya
- ⇒ Diploma in Advertising and Marketing, Institute of Communications, Advertising and Marketing (CAM) of United Kingdom

Board Committees Membership

- ⇒ Audit & Risk Management Committee
- ⇒ Nomination & Remuneration Committee

Working Experience

- ⇒ Former Group Managing Director/Chief Executive Officer of Star Publications (M) Bhd (The Star) from 1 July 2008 to 30 June 2011. First employed in The Star as Advertising Sales Promotions Manager in 1985 before serving as General Manager, Advertising and Business Development in 1995. In 2004, she was appointed as Deputy Group General Manager and in 2007 she was promoted to Executive Director/Group Chief Operating Officer before assuming the office as Group Managing Director/Chief Executive Officer of The Star in 2008, a position she held till her retirement in 2011.
- ⇒ Former Board Member of the Audit Bureau of Circulations (ABC) Malaysia and Chairperson of the ABC Content & Communications Committee.
- ⇒ Represented The Star on the Malaysian Newspapers Publishers Association as its Honorary Secretary.
- ⇒ Former Board Member of the Advertising Standards Authority Malaysia.

Directorship in other Public Companies / Organisations in Malaysia

- ⇒ MUI Properties Berhad
- ⇒ Yayasan Sin Chew
- ⇒ Make A Wish Malaysia Welfare Association



SENG YI-YING
Non-Independent
Non-Executive
Director

Singaporean ▪ Female ▪ Age 49
Appointed on 1 September 2020

Qualifications

- ⇒ Bachelor of Law, 2nd Class Upper (Honours), University of Nottingham, U.K.
- ⇒ Diploma in Singapore Law, National University of Singapore

Board Committees Membership

Nil

Working Experience

- ⇒ Presently, Regional Legal Director of Heineken Asia Pacific Pte Ltd ("APAC"), responsible for the functional oversight of legal in Asia Pacific. She is also a member of the APAC Management Team.
- ⇒ Has more than 20 years of in-house legal experience, with 15 years in the alcohol and beverage industry.
- ⇒ Joined the APAC team as Senior Legal Manager in 2006. During this time, she successfully advised on and negotiated various mergers and acquisition projects in various markets within APAC.
- ⇒ In 2015, she moved to Asia Pacific Breweries (Singapore) Pte Ltd as Legal Director and a member of the Management Team.
- ⇒ In 2018, she undertook a short term assignment to HEINEKEN Cambodia for three months to establish a robust legal framework and processes.
- ⇒ In 2019, she moved back to the APAC Legal Affairs team to take on the position as Legal Manager for APAC where she was responsible to oversee a broad range of legal issues for various Heineken operating companies across the region as well as manage a range of mergers and acquisitions and joint venture matters.
- ⇒ Prior to joining HEINEKEN, she was the Legal Counsel for Sembcorp Utilities Pte Ltd for five years.

Directorship in other Public Companies / Organisations in Malaysia

- Nil

Directors' Profile



CHOO TAY SIAN, KENNETH
Non-Independent
Non-Executive
Director

Singaporean ▪ Male ▪ 54
Appointed on 26 October 2020

Qualifications

- ⇒ Advanced Management Program, Harvard Business School
- ⇒ Chartered Accountant, Singapore
- ⇒ Bachelor of Accountancy Degree (Hons), Nanyang Technological University, Singapore

Board Committees Membership

- ⇒ Audit & Risk Management Committee
- ⇒ Nomination & Remuneration Committee

Working Experience

- ⇒ Currently serves as Managing Director of Heineken Asia Pacific Pte Ltd ("APAC") responsible for overseeing HEINEKEN operating companies in the Asia Pacific region (2014 – present).
- ⇒ Since joining APAC in 2003, he has held a number of strategic positions including Chief Financial Officer of APAC.
- ⇒ Before joining HEINEKEN, he was the Regional Business Development Director of Royal Ahold N.V., a global retailer.
- ⇒ He was a Non-Independent Non-Executive Director of HEINEKEN Malaysia from 15 August 2013 until 30 September 2019 prior to his re-appointment on 26 October 2020.

Directorship in other Public Companies / Organisations in Malaysia

- Nil



RAQUEL BATALLONES ESGUERRA
Non-Independent
Non-Executive
Director

Filipino ▪ Female ▪ Age 56
Appointed on 1 September 2021

Qualifications

- ⇒ Bachelor of Science in Management Engineering, Ateneo de Manila University.

Board Committees Membership

- ⇒ Nomination & Remuneration Committee

Working Experience

- ⇒ A senior regional HR executive with very strong HR experiences in various disciplines.
- ⇒ Presently, Senior Director, People Function for HEINEKEN Asia Pacific, heading the Human Resources function for the region in HEINEKEN.
- ⇒ Prior to joining HEINEKEN, she was the Regional Senior Director – HR for the Emerging Markets Asia of Pfizer, Inc., a growth engine and innovation powerhouse for the Company (2017 – 2021).
- ⇒ Prior to Pfizer, she had a long, distinguished HR career at Procter & Gamble, starting in the Philippines and eventually being assigned to country and regional roles in Indonesia, Thailand, Taiwan and Singapore (1987 – 2017).

Directorship in other Public Companies / Organisations in Malaysia

Nil

Management Team's Profile



ROLAND BALA

Managing Director

Malaysian | Male | 56
Appointed on 1 September 2018

Qualifications

- ⇒ Bachelor's Degree in Business Administrations, UiTM Malaysia

Working Experience

Within HEINEKEN Group:

- ⇒ From February 2012 to August 2018, Managing Director of Cambodia Brewery Ltd (CBL), HEINEKEN's operating company in Cambodia. In this role, he has led CBL to increase its market share by more than double, establishing CBL as the market leader in Cambodia.
- ⇒ From March 2009 to February 2012, General Manager for Danang and Quang Nam Breweries in the central region of Vietnam.
- ⇒ February 2008 to February 2009, Special Assistant to the Regional Director of Asia Pacific Breweries.

Previous Experience:

- ⇒ Started his career with British Petroleum (BP) where he spent 16 years working in sales, logistics, operations and planning roles in retail, gas and lubes businesses.
- ⇒ He was then appointed as General Manager for BP Vietnam from 2003 to 2005 and subsequently as the Sales Director for the lubes business for Malaysia and Singapore from 2005 to 2007.



CHRISTIAAN JOHANNES FOLKERTS

Finance Director

Dutch | Male | 40
Appointed on 15 June 2021

Qualifications

- ⇒ Bachelor and Master of Science in International Business (Financial Management), Tilburg University, Netherlands

Working Experience

Within HEINEKEN Group:

- ⇒ Prior to his appointment to HEINEKEN Malaysia, he was Chief Financial Officer/ Head of Finance, Procurement and Digital & Technology for AB Heineken Philippines (ABHP) since January 2020, where he navigated ABHP through continuous COVID-19 lockdowns. Under these difficult circumstances, he has shaped a new future for HEINEKEN in the Philippines. He successfully managed the transition of the Philippines business from a joint venture structure with Asia Brewery to a new partnership.
- ⇒ Before moving to Manila, he was Finance Manager for Europe Export & Global Duty-Free ("EE&GDF") for three years. Under his leadership, the Finance team has significantly improved business partnering capabilities, professionalised the revenue management approach in EE&GDF and strengthened the control environment, considerably impacting the business.
- ⇒ Joined HEINEKEN in 2007 as Finance Management Trainee, after which he was in Business Control and Project Management positions in VRUMONA, HEINEKEN Netherlands, and HEINEKEN Brazil.



VASILY BARANOV

Sales Director

Russian | Male | 44
Appointed on 4 February 2019

Qualifications

- ⇒ Bachelor's Degree in Environmental Engineering & Ecology Russian State Environmental University, St. Petersburg, Russia

Working Experience

Within HEINEKEN Group:

- ⇒ Head of Sales at HEINEKEN Hanoi from November 2015 to January 2019. In this tenure, he developed and implemented long-term company commercial strategy; as well as maximised company top line and profit growth; while he also strengthened and built the sales team with talent development and succession planning programs implementation.
 - He was previously the Commercial Manager at Mongolian Beverages Company Pte Ltd, HEINEKEN's operating company in Mongolia, from 2012-2013; then as a Sales Development Manager at HEINEKEN APAC from 2013 to 2015. In total, he has 7 years of experience managing sales performance in the Asia Pacific region.
 - First joined HEINEKEN in 2001 at its Russia operating company where he worked his way up from Area Sales Manager to Business Development Manager and finally Regional Sales Manager before pursuing a career outside of HEINEKEN in 2009.

Previous Experience:

- ⇒ He worked at Nike Russia from 2009 to 2012, where he held various roles such as Regional General Manager (St. Petersburg region), Field Sales Director, and Football & Team Sports Category Sales Manager.

Management Team's Profile



PABLO CHABOT

Marketing Director

Dutch | Male | 39
Appointed on 1 May 2019

Qualifications

- ⇒ Master of Science in Marketing Management, Erasmus University Rotterdam, Netherlands

Working Experience

Within HEINEKEN Group:

- ⇒ Joined HEINEKEN in 2008 as a Commercial Management Trainee and has held various roles in both Marketing and Trade Marketing across multiple HEINEKEN operating companies, including Netherlands, Nigeria, and Switzerland.
- ⇒ In his most recent role, he was Heineken® Marketing Manager at HEINEKEN China from November 2017 to April 2019. In this role, he focused on building a winning team while championing a more digital and mobile first marketing approach. He also leveraged on partnership platform such as F1 and thematic campaigns to drive growth.
- ⇒ He was with HEINEKEN China from April 2016, where he was first appointed as the Commercial Organisation & Capability Manager then subsequently the Head of Innovation.
- ⇒ A strong track record of working across the Heineken® brand and other portfolio brands, driving both equity and commercial performance.



RENUKA INDRARAJAH

Corporate Affairs & Legal Director

Malaysian | Female | 54
Appointed on 1 February 2002

Qualifications

- ⇒ Formerly an Advocate and Solicitor of the High Court of Malaya
- ⇒ Solicitor of the High Court of Australia
- ⇒ Solicitor of the Supreme Court of Queensland
- ⇒ Post Graduate Diploma in Legal Practice (QUT)
- ⇒ Bachelor of Laws, University of Queensland

Working Experience

Within HEINEKEN Group:

- ⇒ Over 20 years of experience within the Group.
- ⇒ Held various roles including Head of Legal Affairs before being promoted to Corporate Affairs & Legal Director.
- ⇒ Trustee of SPARK Foundation since 2013.

Directorships:

- ⇒ Since June 2007, serving as a Governing Council Member of the Confederation of Malaysian Brewers Berhad
- ⇒ General Committee Member of Malaysian International Chamber of Commerce & Industry (MICCI).

Previous experience:

- ⇒ Over 20 years of working experience in legal including 14 years of experience in corporate affairs.
- ⇒ Advocate & Solicitor specialising in corporate law at Skrine.
- ⇒ Regional Legal Counsel at Sema Group.
- ⇒ Vice President of Legal at Schlumberger Sema.



SALIMA BEKOEVA

Supply Chain Director

Russian | Female | 51
Appointed on 1 April 2019

Qualifications

- ⇒ Economist – Mathematician, Moscow Plekhanov University of Economics
- ⇒ Certified Professional Accountant and Auditor, Moscow Professional Educational Center, Russia

Working Experience

Within HEINEKEN Group:

- ⇒ Brewery Manager at Sampang Agung, Multi Bintang Indonesia (MBI), HEINEKEN's operating company in Indonesia, from October 2017 to March 2019. During her time with MBI, she enhanced its route to market efficiencies and cost management, as well as played a key role in the brewery's expansion.
- ⇒ Previously the Branch Director at the Volga Brewery in Russia where she developed and implemented the vision and strategic direction of the brewery amongst others. Under her leadership, Volga Brewery was the first brewery to achieve TPM Bronze and was nominated as the best employer in Nizhegorodsky region in 2014. In 2017, the brewery achieved the highest productivity and lowest cost results, successfully passed ISO 14000 and OHSAS standards audits. Volga Brewery became a winner of Heineken AMEE region Supply Chain award on a basis of 2017 results.
- ⇒ Joined the HEINEKEN Group in 2005 and has held multiple roles across the finance and supply chain divisions.

Previous Experience:

- ⇒ More than 13 years of experience in audit and finance; 3 years in sales and distribution; and more than 8 years in supply chain.

Management Team's Profile



JANINA VRIESEKOOP

Digital & Technology Director

Dutch | Female | 39
Appointed on 15 January 2020

Qualifications

- ⇒ Pre-master Culture, Organisation & Management, Vrije University Amsterdam
- ⇒ Bachelor of Communications, INHolland Rotterdam

Working Experience

Within HEINEKEN Group:

- ⇒ Started her career in HEINEKEN Netherlands in 2013 as a Digital Media Consultant and worked her way up to a Senior Digital Consultant and then to her current role as Innovation Digital Manager.
- ⇒ Key milestones included kick starting iDDM (Individualised Data Driven Marketing), creating an Innovation mindset within her organisation and being the frontrunner in Agile by defining the organisation's ambition and programmes.

Previous Experience:

- ⇒ Owner and founder of online publisher 'Ons Woord'.
- ⇒ Account Manager & Project Manager in Internet agency, Virtual Affairs.
- ⇒ Site Manager Internet & Intranet, AkzoNobel.



VICTORIA ANG SU LIM

People Director

Malaysian | Female | 45
Appointed on 26 April 2021

Qualifications

- ⇒ Executive Education in Strategic Human Resources, National University of Singapore

Working Experience

- ⇒ 12 years with BASF (Malaysia) Sdn. Bhd. with last position held as Vice Director, Human Resources, Malaysia – Singapore.
- ⇒ 12 years with Levi Strauss (Malaysia) Sdn. Bhd. with last position held as HR Manager and Acting Retail Manager.
- ⇒ Experience includes mergers & acquisition, systems implementation and deployment, change management, culture transformation, leadership development, talent management for workforce planning and development of people capabilities for future workforce requirements. Experience encompasses working with local stakeholders as well as in collaborative projects either regionally or globally.