

For Immediate Release

9 June 2023

## **HEINEKEN Malaysia wins Most Outstanding ESG Initiative at the ESG Positive Impact Awards 2022**

*Brewer also bagged Golds for Waste Management and Innovative Partnership*

---

**PETALING JAYA, 9 June 2023** – Heineken Malaysia Berhad (HEINEKEN Malaysia) was recognised for its outstanding sustainability achievements at the ESG Positive Impact Awards 2022, organised by Star Media Group. HEINEKEN Malaysia won Gold in the categories of Waste Management and Innovative Partnership respectively, as well as the coveted award for Most Outstanding ESG Initiative. These accolades highlight the brewer's steadfast commitment to responsible environmental practices and to form strategic partnerships in driving positive impact, in line with its Brew a Better World 2030 sustainability strategy.

Roland Bala, Managing Director of HEINEKEN Malaysia commented, “We are honoured to receive this recognition which demonstrates our commitment towards ESG, alongside other leading companies in Malaysia. We are guided by our purpose to brew the joy of true togetherness to inspire a better world, and we continue to focus on making real progress towards reaching our Brew a Better World targets including reaching net zero in production by 2030 and the wider value chain by 2040, protecting healthy watersheds and ensuring zero waste to landfill.”

HEINEKEN Malaysia’s Brew a Better World strategy sets the company on three important pathways:

- Environmental Sustainability: The path towards net zero impact
- Social Sustainability: The path towards inclusive, fair, and equitable company and world
- Responsible Consumption: The path towards moderation and no harmful use of alcohol

The company recently reported its 2022 sustainability progress against its long-term targets. In terms of environmental sustainability, the company had reduced 49% of its carbon emissions in production vs its 2018 baseline, transitioned to 100% renewable electricity since March 2022, and achieved zero waste to landfill since 2017. The brewer has also improved its water efficiency by 20% compared to its 2014 baseline and balanced 203% of the water used in its products.

In the area of waste management, HEINEKEN Malaysia has pledged to maximise circularity through its commitment to ensuring zero waste to landfill. The brewer turns production waste into value by closing material loops throughout the value chain. In 2022, HEINEKEN Malaysia’s Sungei Way Brewery generated over 35,000 tonnes of waste, which were 100% recycled or upcycled, generating the company a total of RM1.9 million in revenue. The company also utilised returnable packaging materials, including kegs, bottles and crates and achieved a returnable rate

of 95%, 82% and 92% respectively during the year, with a commitment to continue improving efforts to increase the circularity of returnable materials in its value chain.

Water is not just the key ingredient of beer, but it is also the source of all life. Through its CSR arm, SPARK Foundation, the company collaborates with local communities, government agencies, and civil society organisations such as the Global Environment Centre (GEC), a leading environmental NGO. Through its water stewardship initiative, the WATER Project, the company has implemented projects focused on river rehabilitation, water conservation, and alternative water systems, with over RM14 million invested in these initiatives since its inception in 2007. The initiatives include the rehabilitation of Sungai Way in Petaling Jaya, the construction of a 305-metre claydyke as well as the reforestation of degraded peatland at the Raja Musa Forest Reserve, and rainwater harvesting for local communities, which contributed to improving the long-term sustainability of the Sungai Selangor watershed. Earlier this year, HEINEKEN Malaysia committed a further RM6 million towards the initiative up till 2030.

Renuka Indrarajah, Corporate Affairs & Legal Director of HEINEKEN Malaysia said, "As a progressive brewer, we believe that it is critical to be responsible to be sustainable. That's why our approach to sustainability covers the entire value chain 'from Barley to Bar'. We also recognise that meaningful change cannot be achieved alone, and strategic collaborations are key to our success. Working hand-in-hand with our partners has been instrumental in our journey towards protecting our planet, growing our people, and supporting local communities. We have much more to do in the years ahead and we will continue accelerating our ESG initiatives to ensure we continue making a positive impact."

In conjunction with World Environment Day, HEINEKEN Malaysia has launched a social media series on its 2023 Brew a Better World commitments and progress in its environmental, social, and responsible pillars. Follow HEINEKEN Malaysia on [Instagram](#), [Facebook](#) and [LinkedIn](#) to find out more!

For more information on HEINEKEN Malaysia's 2030 Brew a Better World strategy, please read the brewer's [2022 Annual Report](#).

<ENDS>

**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 World's No. 1 stout **Guinness**
- The smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- 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 by championing responsible drinking behaviours through its Enjoy Responsibly campaign. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its CSR 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](http://www.drinkies.my).

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is G.A.P.L. Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: [www.heinekenmalaysia.com](http://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](mailto:engkiat.ng@heineken.com)  
Tel: 017-360 7277

**Lumos Hill+Knowlton Strategies**

Serene Perera  
[Serene.Perera@hkstrategies.com](mailto:Serene.Perera@hkstrategies.com)  
Cell: 010-200 2165

Bell Yew  
[BellTW.Yew@hkstrategies.com](mailto:BellTW.Yew@hkstrategies.com)  
Cell: 012-613 8129