



For Immediate Release

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Cheers to Giving Back this Festive Season

HEINEKEN Cares 2023 calls upon Malaysians to share the joy of true togetherness with communities in need

Petaling Jaya, 4 December 2023 – Heineken Malaysia Berhad (HEINEKEN Malaysia) and Sokong by Malaysiakini are joining hands to collaborate on HEINEKEN Cares 2023, a community impact initiative aimed at strengthening community resilience in the face of increasing social and economic challenges.

Through the programme, six NGOs and social enterprises have been selected to implement projects in the areas of food security, community farming, as well as access to clean water and renewable electricity. The six partner organisations are Hopes Malaysia, Hope Place Kuching, Soroptimist International Region of Malaysia, Ferris Wheel Organisation, SOLS Energy, and Yellow House KL.

In conjunction with the festive season in the month of December, HEINEKEN Cares 2023 calls upon the public to contribute to enabling the amazing work of these organisations. For every RM10 donated, HEINEKEN Cares will match it with a further RM40, bringing the total value raised to RM50. The campaign will stop accepting funds upon reaching the total funding target of the six projects.

Roland Bala, Managing Director of HEINEKEN Malaysia, shared, “In the midst of the festivities where many of us will be celebrating and gathering with friends and families, we want to encourage Malaysians to share the joy of true togetherness and give back by extending a hand to those in need. Through our collaboration with Sokong by Malaysiakini, HEINEKEN Cares 2023 aims to amplify the work of our partner NGOs and social enterprises to create a positive impact for communities in need. Every contribution, big or small, is a collective effort to inspire a better world for those who need it the most. In line with HEINEKEN’s Brew A Better World sustainability strategy, we are honoured to drive this project to create a positive impact for our communities.”

The HEINEKEN Cares programme was first launched at the height of the pandemic in 2021 with the main goal of supporting vulnerable communities and disaster victims through food aid and urgent care packages. In 2022, the programme transitioned from short term food aid to community farming projects that supported longer term capacity building for local communities. Over the past two years, the HEINEKEN Cares programme has resulted in 850,000 meals and care packages for communities across Peninsular Malaysia, Sabah, and Sarawak.

Commenting on the collaboration between Sokong and HEINEKEN Malaysia, Eshwaren Manoharen, Project Manager from Sokong, said, “Collaborating with HEINEKEN Malaysia for the HEINEKEN



Cares Programme 2023 has been nothing short of incredible. Their unwavering commitment to fostering positive impact and community resilience has been inspiring. Together, we've identified six projects that will make a meaningful difference in lives across Malaysia. Staying true to our mission as the bridge between individuals and impactful causes, we invite you to join us this festive season in creating positive change within underprivileged communities. Your support will be a crucial part of this transformative journey, let's spread joy together!"

As a digital platform to help generate and distribute donations to NGOs and social enterprises, Sokong will also play a crucial role in providing the platform for members of the public to learn more about the project, the participating NGOs and social enterprises, and contribute to help reach the fundraising target of the projects. All funds raised through HEINEKEN Cares 2023 will be channelled to six community projects across Malaysia including:

- Empowering Orang Asli community in Bentong, Pahang to self-sustain through aquaponic initiatives, led by the **Soroptimist International Region of Malaysia**.
- Supporting marginalised communities in Subang Jaya through an urban farming project, led by **Ferris Wheel Organisation**.
- Equipping elderly, disabled, and B40 communities in Kuching with essential food supplies, led by **Hope Place Kuching**.
- Nourishing the underprivileged and homeless community in Ampang through the establishment of a community garden, led by **Yellow House KL**.
- Equipping Orang Asli village in Perak with renewable electricity access through solar-powered lighting installations, led by **SOLS Energy**.
- Channelling clean water for rural communities in Sabah through a gravity water system, led by **Hopes Malaysia**.

Joanne Yeoh, representing Soroptimist International Region of Malaysia, said, "We are glad to be able to collaborate with HEINEKEN Cares once again. In the past, this partnership has allowed us to expand our reach and intensify our efforts to strengthen our communities' resilience. This year, we aim to amplify our impact and inspire the public to support meaningful projects that will bring genuine positive change to vulnerable sections of society. A small gesture can go a long way to help those in need."

Cheers to giving back! As the festive season approaches, join HEINEKEN Malaysia and Sokong this December to share the joy of true togetherness with communities throughout Malaysia. For every RM10 donated, HEINEKEN Malaysia will match it with an additional RM40. Check out the campaign site sokong.org/campaigns/heineken-cares-2023 and make your donation today!

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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 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.

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

About Sokong by Malaysiakini

Sokong is a cutting-edge digital fundraising platform developed by Malaysiakini. The Sokong platform stands as a link between donors and a wide array of beneficiary organisations, including NGOs, NPOs, and social enterprises. Accessible through its website, sokong.org, and mobile applications on both Android and iOS, Sokong ensures broad accessibility to its users.

Sokong facilitates not only diverse donation methods but also provides press coverage through Malaysiakini's established media network. This visibility is essential for beneficiary organisations to increase awareness, garner support, and influence societal change.

Sokong is committed to inclusivity, ensuring that all potential beneficiary organisations, regardless of their size or financial capabilities, can benefit without incurring platform fees. All



donations are channeled directly to the organisations, while payment processing fees are collected from donors and paid to the payment partner. Sokong's primary objective is not revenue generation; its core focus is on supporting and empowering beneficiary organisations.

Sokong invites everyone to be a part of this mission to empower, connect, and make a lasting impact. For more information, visit sokong.org.

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