

Five-Year Financial Indicators

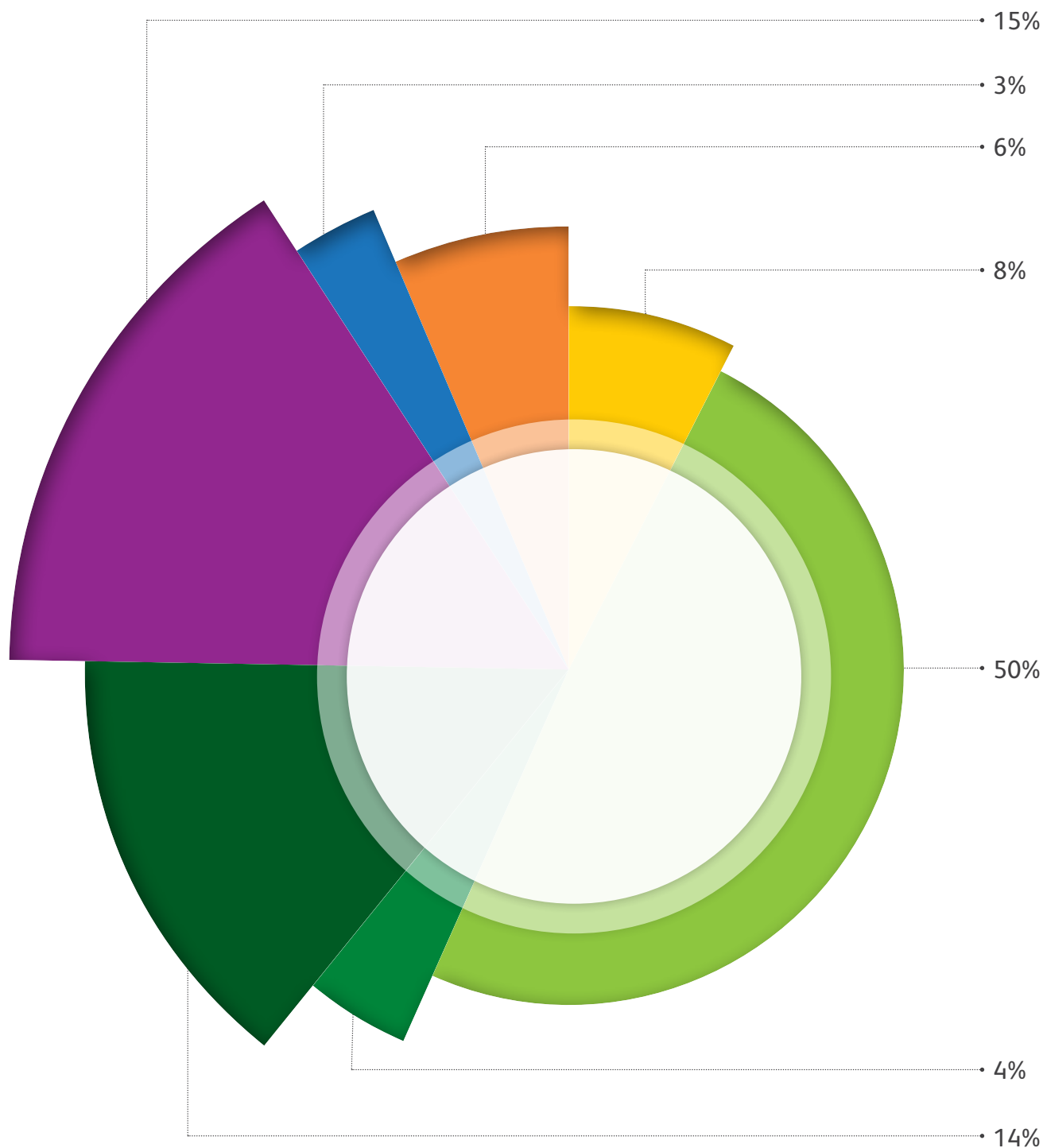
Financial Year Ended 31 December	2018	2019	2020	2021	2022
KEY OPERATING RESULTS (RM'000)					
Revenue	2,029,672	2,320,249	1,762,396	1,979,348	2,855,065
PBIT	383,134	414,399	203,652	323,925	596,224
Income Tax Expense	98,244	99,159	44,519	75,749	181,676
Profit After Tax	282,520	312,968	154,197	245,678	412,824
Net Cash from Operating Activities	348,437	411,333	226,300	339,871	469,066
OTHER KEY DATA (RM'000)					
Total Assets	940,323	1,099,993	1,046,708	1,088,173	1,408,221
Total Liabilities	569,176	705,892	697,325	692,497	919,768
Reserves	220,098	243,052	198,334	244,627	337,404
Total Equity	371,147	394,101	349,383	395,676	488,453
Capital Expenditures	99,522	117,112	63,422	112,865	199,479
FINANCIAL RATIOS (%)					
Operating Working Capital % of Revenue	8.3	6.1	7.3	4.5	3.5
EBITDA Margin	21.1	20.3	15.5	19.9	23.6
Return on Equity	103.2	105.2	58.3	81.9	122.1
SHARE INFORMATION					
Earnings per stock unit (sen)	93.5	103.6	51.0	81.3	136.7
Net Dividend per stock unit (sen)	94.0	108.0	51.0	81.0	138.0
Dividend Yield (%)	4.6	4.0	2.2	3.9	5.5
Net Assets per stock unit (sen)	123.0	130.0	116.0	131.0	162.0
Market Capitalisation (RM'billion)	6.2	8.2	7.0	6.3	7.6

EBITDA : Earnings before interest, tax, depreciation and amortisation

PBIT : Profit before interest and tax

Analysis of Group Revenue

For The Financial Year Ended 31 December 2022



Raw Materials & Packaging
Costs
8%

Excise, Customs Duties &
Sales Tax
50%

Personnel Expenses
4%

Profit After Taxation
14%

Distribution, Sales &
Administrative Expenses
15%

Depreciation &
Amortisation
3%

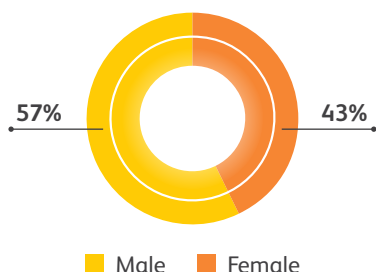
Corporate Tax
6%

Performance Highlights

People

549
TOTAL EMPLOYEES

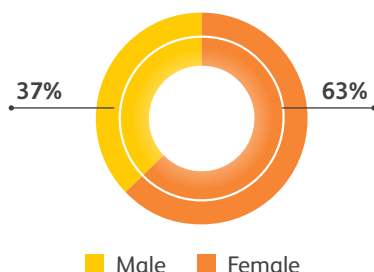
BOARD OF DIRECTORS



EMPLOYEE ENGAGEMENT SCORE

90
(+6% vs 2021)

MANAGEMENT TEAM



PERFORMANCE ENABLEMENT SCORE

84
(+4% vs 2021)



TIGER CHINESE EDUCATION CHARITY CONCERT

**RM20
million**

raised for 8 schools, RM380 million since 1994

HEINEKEN CARES

200 million steps

by HEINEKEN Malaysia employees

600,000 meals

for communities



Performance Highlights

Planet



49%
ABSOLUTE CARBON
EMISSIONS
in Production (vs 2018
baseline)



20%
WATER
CONSUMPTION
in Production (vs 2014
baseline)

100%
RENEWABLE ELECTRICITY
since March 2022

BALANCED

203%
of water used in our products
in 2022

Zero
Waste to Landfill since 2017



Performance



SINGLE TIER INTERIM
DIVIDEND OF

40 sen

per stock unit which was paid on
11 November 2022

PROPOSED SINGLE TIER
FINAL DIVIDEND OF

98 sen

per stock unit
payable on 20 July 2023

GROUP REVENUE

↑ 44%
RM2.86 billion
(FY2021: RM1.98 billion)

GROUP PROFIT BEFORE TAX (PBT)

↑ 85%
RM595 million
(FY2021: RM321 million)

CONTRIBUTED

**RM1.6
billion**
in taxes to the Government

Management Discussion & Analysis



Emerging Stronger from the Crisis

2022 was a new dawn as we stepped out from the global pandemic. Businesses reopened, social restrictions relaxed, international tourism resumed, and we pushed ahead to accelerate our recovery amidst the evolving challenges in the external environment.

INTRODUCTION

After a challenging two years in 2020 and 2021 due to COVID-19, we stepped into 2022 with a cautious outlook especially with the unpredictable nature of events related to the global pandemic. For seven weeks in 2020 and a further 11 weeks in 2021, we had to suspend operations at our Sungei Way Brewery in Petaling Jaya due to prolonged lockdowns. We are thankful that such a situation did not re-occur during 2022, as the high vaccination rate in the Malaysian population kept the severity of the pandemic under control.

In April 2022, Malaysia began its transition to the endemic phase, with gradual reopening of international borders, revival of tourism, and lifting of various restrictions on social and economic activities. Nevertheless,

entertainment outlets and bars continued to be on the National Security Council's Negative List, until the Government eventually abolished this from 15 May 2022. Throughout the year, we remained focused on our commitment to help drive the recovery of our trade partners, especially those in the on-trade who had persevered through much hardship during the previous two years. From ensuring supply continuity and product quality to creating engaging campaigns to drive consumer traffic back to restaurants and bars, the team at HEINEKEN Malaysia can look back at 2022 and be proud of the way we have worked together to deliver this commendable performance.

Indeed, the bold moves we took in the past two years to navigate through the storm whilst building a stronger future are starting to bear results. HEINEKEN's

Management Discussion & Analysis

EverGreen strategy, launched at the height of the pandemic, is the next chapter of our growth journey, with key priorities to drive premium growth, fund the growth through cost and value initiatives, become the best connected brewer, raise the bar on sustainability and responsibility, and unlock the full potential of our people.

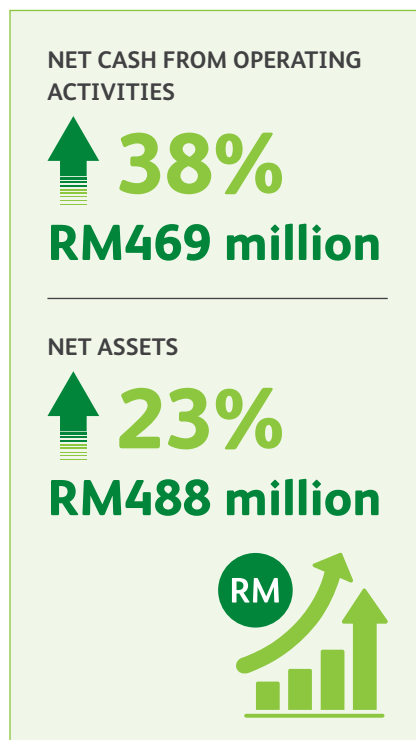
Undoubtedly, despite the positives, it was still a challenging period, especially with heightening geopolitical tensions globally, complex supply chain disruptions, rising inflationary pressures, and subdued consumer sentiments. Against this backdrop, I am thus pleased to share with you an improved performance for the financial year ended 31 December 2022 (FY2022) and that we have accelerated our recovery ahead of pre-pandemic levels in 2019. The following is a review of our business and financial performance, the highlights of our commercial campaigns, the progress of our sustainability commitments, as well as the outlook for 2023.

OUR PERFORMANCE

Compared to 2021, Group revenue rose by 44%, mainly attributable to an increase in sales volume following the reopening of international borders, increased on-trade consumption as well as positive mix impact from premium portfolio growth. It was also driven by low volume in 2021 as the brewery was closed for 11 weeks from 1 June 2021 to 15 August 2021 due to the Movement Control Order.

Group PBT increased by 85% to RM595 million, primarily due to strong post-COVID recovery, gradual recovery for the on-trade business, and improved revenue and cost management. The Group will continue to focus on the execution of the EverGreen strategy to drive sustainable growth. Correspond with the above, earnings per share increase to RM1.37 per share from RM0.81.

Net cash from operating activities for FY2022 increased by 38% to RM469 million while net assets increased by 23% to RM488 million mainly due to better business performance during the year.



Capital expenditure for FY2022 increased by 77% to RM199 million mainly due to higher spend incurred in line with the brewery upgrade, followed by higher cost incurred in returnable packaging materials and continued investment in digital and technology.

The Group paid a total of RM 1.4 billion in excise, custom duties, and sales tax for the year. For income taxes, the Group has incurred a total of RM182 million, translated into an effective tax rate of 30.5%. The higher tax rate was mainly due to the one-off Prosperity Tax imposed for Year of Assessment 2022.

For FY2022, the Board has declared and paid a single tier interim dividend of 40 sen per stock unit on 11 November 2022 and proposed a single tier final dividend of 98 sen per stock unit. Subject to approval of the shareholders at the forthcoming Annual General Meeting,

the single tier final dividend will be paid on 20 July 2023 to shareholders registered at the close of business on 21 June 2023. The dividend payout ratio for the year is approximately 101%.

EXCITING CONSUMER CAMPAIGNS

During the year, we focused on driving premium growth, investing in our core brands and innovations to excite our consumers. The Heineken® brand, known for its world-class activations, created fresh experiences that helped built direct connections with customers and consumers. Through the Heineken® Hotel Takeover, held over two weekends in Kuala Lumpur, we invited consumers on a journey that redefined and elevated music, art, wellness and culinary experiences. We also teamed up with world-famous electropop duo The Chainsmokers to launch Heineken® “Refresh Your Music, Refresh Your Nights” where fans of different cultures, tribes, and music preferences came together to expand their music tastes. The concert, held in Genting Highlands, gave a platform to local artists who featured alongside The Chainsmokers. During the year, we also launched the Heineken® brand in BLADE, a revolutionary ‘Plug and Pour’ professional draught system that serves freshly poured pints of Heineken® beer on any surface. The mini-draught beer machine is now available on a rental basis exclusively on HEINEKEN Malaysia’s e-Commerce platform Drinkies.



After two years of hosting the Tiger Street Food Festival virtually, the iconic street food festival returned as an on-ground event, bringing consumers together to celebrate the best of Malaysian street food, paired with Malaysia’s No. 1 Beer, Tiger.”

Management Discussion & Analysis

2022 was remarkably special for Tiger Beer as it was the Lunar Year of the Tiger. To usher in the festive period with a renewed sense of hope, we encouraged consumers to uncage their inner tiger and make 2022 their year to go all out to pursue their dreams and goals. Tiger Beer lined up an abundance of activities and promotions in conjunction with the festive season and launched an NFT collection that was sold out. After two years of hosting the Tiger Street Food Festival virtually, the iconic street food festival returned as an on-ground event, bringing consumers together to celebrate the best of Malaysian street food, paired with Malaysia's No. 1 Beer, Tiger. In conjunction with the year-end football season, we hosted a series of epic live viewing parties that brought thousands of fans together in the Cheers to the Bold campaign, encouraging fans to boldly live their dreams and defy the odds.

Catering for shifting preferences for more refreshing and less bitter flavours, our Tiger Crystal is a beer brewed specifically for the tropical heat. During the year, we encouraged consumers to discover new passions through the the Tiger Crystal Fire Starter, featuring AR facial recognition and personality assessment that paired fans to passions, such as bouldering, rollerblading, dancing, jump rope, or freestyle football. Through the Tiger Crystal Heat Exchange activation, we invited consumers to join forces to turn up the heat by participating in various physical challenges, which contributed energy to fire up a giant thermometer and unlock free Tiger Crystal for participants.

After two long years and many missed celebrations, the Guinness St. Patrick's Festival 2022 signaled the return of good times. Most importantly, it meant bringing friends and family back together to celebrate in true St. Patrick's spirit. To celebrate coming back together to a bar, Guinness organised an array of activities, entertainment and exclusive giveaways during at selected restaurants and bars.

We launched a Guinness innovation – Guinness Draught in a Can, for stout lovers to enjoy their favourite draught in the comfort of their own home. This latest addition to HEINEKEN Malaysia's portfolio, offers the smooth and creamy texture of a pub-poured pint in a can and features the ingenious widget that activates a surge of bubbles upon the opening of the can, creating a smooth, creamy stout.

Our premium wheat beer born in the Alps, Edelweiss, held its first-ever Chalet Edelweiss Unwind, an outdoor experience that allows consumers to disconnect from their hectic city lives and discover nature alongside glamping and a series of exciting activities together with music performances. A premium experience with a myriad of activities and amenities, campers got to spend the night under the sky of Genting Highlands and take part in scheduled morning yoga and night campfires.

I am pleased to share that our brands continued to be recognised by consumers amongst Malaysia's most trusted and preferred brands at the Putra Brand Awards 2022. Heineken® and Tiger won Gold, and Guinness took home a Bronze award. The triple win brings HEINEKEN Malaysia's total awards tally at Putra Brand Awards to 39 awards since 2010.



I am pleased to share that our world-class brands continued to be recognised by consumers amongst Malaysia's most trusted and preferred brands at the Putra Brand Awards 2022."

BREW A BETTER WORLD

Alongside our efforts to deliver balanced growth, we are committed to create sustainable value for our stakeholders in a responsible way. HEINEKEN's Brew a Better World sustainability strategy sets us on three important pathways:

Path towards net zero impact

Path towards inclusive, fair, and equitable company and world

Path towards moderation and no harmful use

Together in this annual report, our ESG Review section comprehensively covers our initiatives and progress against our commitments as we continue integrating sustainability across our business. This year, we refreshed our materiality assessment to prioritise key material matters in contrast against our management of key business risks as well as environmental and climate risks. Our enhanced disclosures this year are aligned against Bursa Malaysia's sustainability reporting requirements, the Global Reporting Initiative standards, the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), and FTSE4Good Bursa Malaysia Index. Governed by a Sustainability Policy and operationalised through the Group's Sustainability Committee which reports progress of actions in our roadmap on a quarterly basis to the Management Team and Board of Directors, I am pleased to share that we have taken significant steps to strengthen our sustainability practice. Here are the key highlights of our 2022 sustainability achievements, which are described in greater detail in the ESG Review section.

Management Discussion & Analysis

ENVIRONMENTAL SUSTAINABILITY

-49%

absolute carbon emissions
in production vs 2018 baseline

100%

renewable electricity
since March 2022

Zero

waste to landfill since 2017

-20%

water consumption
vs 2014 baseline

Balanced

203%

water used
in our products



SOCIAL SUSTAINABILITY

43%

women in Board of Directors

63%

women in Management Team

Zero

fatal accidents and serious injuries

80%

of people managers
trained in inclusive leadership

2

social impact initiatives



RESPONSIBLE CONSUMPTION

>10%

of Heineken® brand media
spend on promoting responsible
consumption

**When You Drive,
Never Drink Campaign**

3,000

consumer pledges,

100

industry pledges

10,000

Grab e-hailing promo
codes during year-end festive
campaign



We are pleased to report that we are making good progress against our Brew a Better World commitments, nevertheless we continue focusing on exploring potential new innovations, partnerships and solutions to help us accelerate the organisation towards reaching these bold targets sooner.



Management Discussion & Analysis

MANAGING OUR RISKS

Our approach to risk management is detailed in our Statement on Risk Management and Internal Control on pages 101 to 107. The following table contains a general description of different areas of risks and actions undertaken by Management during the year:

Rising Input Cost	Supply Chain Disruptions	Growing Conservatism	Cyber Security
Through our EverGreen strategy, our Fund the Growth priority ensures we practice disciplined cost management with an aim to unlock efficiencies wherever possible. We mitigate this risk further by leveraging the scale and capabilities of HEINEKEN's global procurement.	By modernising our facilities and leveraging digital and technology, we improve the efficiency of our brewery to mitigate the risk of wider supply chain constraints. We continue engaging our network of third party logistics providers and distributors to ensure we are able to respond to unexpected challenges.	We engage the Government to create better understanding of our industry. We ensure strict compliance with our Responsible Marketing Code and market our brands with utmost respect towards cultural sensitivities both local and global. We ensure that our commercial communications are directed towards consumers who are above 21 years old and non-Muslim only.	We continually train our people to be aware and capable in protecting our business against cyber threats. We performed a cyber crisis preparedness exercise during the year and implemented a framework on cyber security.




Management Discussion & Analysis


OUR OUTLOOK

We witnessed encouraging recovery in business performance in the last quarters of 2022 following the full re-opening of on-trade business. However, the Group expects the business environment in 2023 to remain challenging given the continued pressure from global supply chain disruptions, recessionary pressures from leading economies, rising input costs, currency fluctuation and rising inflation that could impact consumer purchasing power. We will remain responsive to the volatile business environment and new market realities, with a focus on delivering our EverGreen strategy, in order to continue to invest behind our brands and capabilities, as well as future-proof the business to unlock efficiencies and reinvest in growth drivers. We welcome the stance taken by the Government not to increase the excise duties on beer in the latest Budget 2023 review announced in February 2023, as any hike in excise rates will further fuel illicit alcohol demand. Illegal trade and smuggling have caused the Government to incur tax revenue losses and pose health hazards to consumers with unregulated illicit alcohol. That is why HEINEKEN Malaysia remains committed to supporting and working closely with the authorities to address the issue of illicit alcohol holistically.

EVERGREEN



DRIVE SUPERIOR GROWTH	FUND THE GROWTH	RAISE THE BAR ON SUSTAINABILITY & RESPONSIBILITY	BECOME THE BEST CONNECTED BREWER	UNLOCK THE FULL POTENTIAL OF OUR PEOPLE
With consumer centricity, shape & lead premium category. Continue investing behind our brands.	Cost & Value to drive efficiency, enabling reinvestments into our brands and business.	Deliver on our ambition to become net zero carbon in production by 2030 and the full value chain by 2040.	Accelerate digital & technology to create a Unified Customer Ecosystem with a customer & consumer-first approach.	Promote a high-performance culture that boosts our strategic capabilities.



ACKNOWLEDGEMENTS

I would like to welcome Willemijn Sneep as our new Marketing Director. She joined the Management Team in November 2022 from HEINEKEN's business in Australia, replacing Pablo Chabot who has moved to HEINEKEN's operating company in Germany. I put on record my sincere appreciation for Pablo for his contributions and wish him the best. I must also thank the Board of Directors and the Regional Leadership Team in the APAC region for their wise counsel as we navigated through the challenging year together.

I take this opportunity to also say a big thank you to our shareholders, suppliers, distributors, customers, consumers for their amazing trust and support during the year. To our One Strong Winning Team of employees who demonstrated great resilience and unbending resolve to emerge stronger together, I look forward to continue scaling greater heights, driven by our purpose – to Brew the Joy of True Togetherness to Inspire a Better World.

Thank you.

Roland Bala
Managing Director
20 March 2023

Brand Highlights



Heineken® World's No.1 International Premium Beer Brand



HEINEKEN® HOTEL TAKEOVER

Heineken® invited consumers to immerse themselves in fresh experiences at the Heineken® Hotel Takeover that took them on a journey that redefined and elevated music, art, wellness and culinary experiences. The event took place across two weekends from 23 – 24 July and 30 – 31 July 2022 at KLoé Hotel, with a goal to reignite the spark of discovery and exploration for all, right in the heart of KL. Guests could also book a limited Heineken® staycation room through the KLoé Hotel website. The rooms were uniquely branded Heineken® and offered Heineken® goodies for guests to take home as memorabilia.

HEINEKEN® SPREAD THE CHEER

Heineken®'s year-end festive campaign brought two Spread the Cheer events to Johor Eco-Palladium and Penang Automall during the Christmas season. The events featured the Heineken® Star Tower, a 35 ft. tall tower with a DJ console and a customised lighting show. Throughout the night, guests danced the night away to live performances by local DJs BATE, Bass Agents, Jhin, Jodie and Hades. Exciting activities, including a Spin & Scan game for visitors to win attractive prizes while consumers got to create their very own personalised Heineken® bottle.



Brand Highlights



HEINEKEN® REFRESH YOUR MUSIC, REFRESH YOUR NIGHTS

Heineken® teamed up with world-famous electropop duo The Chainsmokers to launch its “Refresh Your Music, Refresh Your Nights” campaign, where fans of different cultures, tribes, and music preferences came together to expand their music tastes. The campaign featured local artists NYK & Yunohoo who refreshed The Chainsmokers’ hit songs in their own distinctive style. As part of the campaign, fans could co-create a playlist to discover new genres of music through the Heineken® Playlist Refresher on Spotify. Additionally, fans could vote for their favourite refreshed rendition by the local artists on the Refresh Hub to stand to win VIP passes to the Heineken® Refresh event. Fans could also sign up to receive exclusive invites to the Heineken® Refresh event in Genting Highlands on 9 December 2022 featuring The Chainsmokers alongside local artists.

Brand Highlights



Tiger Beer

World-acclaimed iconic
Asian beer



ROAR INTO 2022 WITH TIGER BEER

2022 was remarkably special for Tiger Beer as it was the Year of the Tiger. To usher in the new Lunar New Year with a renewed sense of hope, Tiger Beer encouraged consumers to uncage their inner tiger and make 2022 their year to go all out to pursue their dreams and goals. In addition to an abundance of attractive promotions for loyal consumers during the festive period, Tiger excited CNY shoppers with a roaring 3D tiger featured on a massive billboard at Pavilion Kuala Lumpur, wishing everyone an auspicious start to the new year. Malaysia's no. 1 beer brand also collaborated with homegrown street wear label PMC (Pestle & Mortar Clothing) to launch its exclusive NFT (non-fungible token) collection of 6,688 archival tiger artwork inspired by Tiger Beer bottles through the years.



UNCAGE NEW PASSIONS AT THE TIGER CRYSTAL FIRE STARTER DISTRICT FESTIVAL

The Tiger Crystal Fire Starter platform returned once more to empower consumers to discover new passions. The campaign kicked off with a cool AR facial recognition tool and personality assessment to enable fans to find out passions that best suited them, such as bouldering, rollerblading, dancing, jump rope, or freestyle football. This was followed by an action-packed weekend of the Fire Starter District Festival at Sentul Depot where fans could uncage their inner fire and discover a new passion while trying them out under the guidance of experienced mentors. Fans who attended the festival redeemed Tiger Crystal bottles and stood a chance to win exciting prizes related to their passions worth more than RM5,000 ranging from a pair of rollerblades, exclusive dance classes and many more.

Brand Highlights



BEAT THE HEAT WITH TIGER CRYSTAL

Tiger Crystal invited its fans to turn up the heat with its latest Heat Exchange activation. In return, the brand awarded fans' efforts with free Tiger Crystal and promo codes. The event was held at Plaza Arkadia, Desa Park City, where fans were invited to come together to convert their body heat via various activities. Upon reaching the target temperature displayed on a giant thermometer at the plaza, fans instantly unlocked free ice-cold Tiger Crystal to enjoy and celebrate their success with one another.

TIGER STREET FOOD FESTIVAL

After two years of hosting its fan-favourite Street Food Festival virtually, Tiger made a big comeback with the return of its iconic street food festival as an on-ground event. Ahead of the festival, fans participated in the Hottest Hunt, coming together to pin more than 1,000 of the most-loved street food to form a directory of bold flavours. To champion the best of the best, the brand launched Tiger Stripes, a long-term project to award and recognise the most deserving street food vendors for their bold flavours. At the festival, fans were treated to an elevated food experience with maze-like alleyways and other curated experiences ranging from dance challenges to open mic karaoke. The campaign also featured limited-edition packaging of Tiger Beer and Tiger Crystal cans and bottles, inspired by local street food dishes.



TIGER 'CHEERS TO THE BOLD'

To celebrate the most anticipated football season, Tiger hosted a series of epic live viewing parties at Sentul Depot where 1,000 fans gathered to watch their favourite teams go all out on the field. The viewing party was elevated with exciting games where fans could redeem exclusive Tiger Football merchandise and food as they watched the final match on a giant LED screen while enjoying ice-cold Tiger Beer. At the VIP viewing lounge, four football lovers redeemed the package for an epic viewing experience alongside 9 friends each where they enjoyed beer and food on the house as they witnessed the celebration. Eleven footie fans also enjoyed the home party package where Tiger decked out their homes with football décor, accompanied by Tiger Beer and Tiger Crystal, and food for them and 9 friends. While counting down to the final showdown, fans participated in exciting games where they stood a chance to win exclusive merchandise such as a signed football and jersey from football star Son Heung-min among many other prizes.

Brand Highlights



Guinness

No.1 Stout in Malaysia and the world over

LAUNCH OF GUINNESS DRAUGHT IN A CAN

Guinness lovers can now enjoy their favourite draught in the comfort of their own home. Guinness Draught in a Can, the latest addition to HEINEKEN Malaysia's portfolio, offers the smooth and creamy texture of a pub-poured pint in a can. It is made from roasted barley, malt, hops, yeast, water and a dash of magic – the revolutionary Guinness widget that was the first in the world. The widget uses an ingenious nitrogen filled capsule that surges with bubbles when the can is opened, and the result is a perfectly smooth and creamy beer that is unmistakably Guinness. The Guinness widget is unique as it makes the process of pouring Guinness Draught in a Can simple, involving four easy steps: crack open a chilled can, tilt the glass at 45°, fill to the top and enjoy.



GUINNESS ST. PATRICK'S FESTIVAL

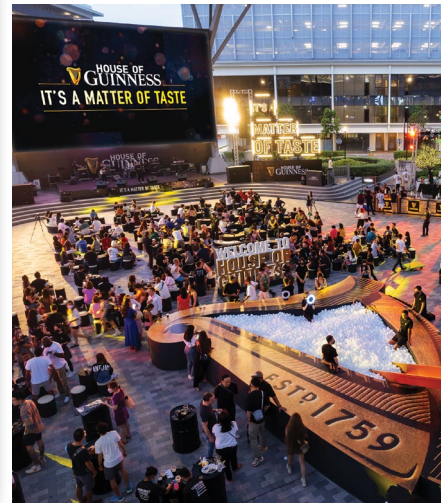
After two long years and many missed celebrations, the Guinness St. Patrick's Festival 2022 signaled the return of good times. Most importantly, it meant finally being able to get the gang back together to celebrate in true St. Patrick's spirit. To commemorate this special occasion, Guinness rewarded fans who get the gang back together with exciting activities. Through the Guinness St. Patrick's augmented reality (AR) filter, Guinness fans can express their different personas in unique ways with and stand to win attractive prizes weekly including the Best Buds Getaway grand prize for four friends worth RM30,000 at OneAndOnly Desaru Coast. To celebrate coming back together to a bar, Guinness organised an array of activities, entertainment and exclusive giveaways throughout the weekends of March at selected bars.

Brand Highlights



HOUSE OF GUINNESS

Following the launch of Guinness Draught in a Can in Malaysia, the House of Guinness was launched to officially introduce and bring consumers through the innovation behind the product. The hub gave fans an immersive experience in the world of Guinness at APW Bangsar where they were taken through a mission, comprising three tasks to be awarded the title of Guinness Innovation Expert. The House of Guinness ran from July to September, on Wednesdays to Sundays. In conjunction with the International Stout Day celebration, Guinness House of Guinness back for a further 2 weekends at Pavilion Bukit Jalil, and this time with the concept of #ItIsAMatterOfTaste, highlighting Guinness products and the magic behind them. Visitors explored different zones, uniquely created to depict the features of Guinness that make it the most loved stout brand among drinkers. The sensorial zones – roasted barley, hops, nitrogen, and widget zones – are equipped with various Instagram-worthy experiences highlighting the essence of Guinness in style.



ARTHUR'S STOREHOUSE IN PAVILION KL

In collaboration with a trade partner, we opened Arthur's Storehouse, Guinness' first-ever flagship outlet, in Malaysia at Pavilion, Kuala Lumpur. Arthur's Storehouse is not just any bar – fans can enjoy the true Guinness experience alongside an impressive Guinness-infused food and cocktail menu, as well as exclusive merchandise imported from the Dublin Storehouse. The flagship outlet with decked out to give lovers of the brand the experience of the Dublin Storehouse with a history wall, photography corner, a Guinness bar, dining area and lounge. What makes the flagship outlet so singular is its menu being the first in Malaysia to showcase a variety of exclusive Guinness-infused dishes as the showrunner.

Brand Highlights



Edelweiss

The premium wheat beer
born in the Alps



CHALET EDELWEISS

Edelweiss introduced Chalet Edelweiss – a unique experience that transported guests from the heat of the tropics to the sweeping horizons of the alps, right here in Malaysia. Visitors got to experience the true nature of Edelweiss and be transported to seeing the golden wheat fields, hearing the howling wind, smelling the fresh alpine air and feeling the cool breeze – all while tasting a refreshing glass of Edelweiss at a crisp Alpine temperature. Chalet Edelweiss, which journeyed across three cities, was held at Publika in Kuala Lumpur, Eco Palladium in Johor Bahru, and Straits Quay in Penang across May and June 2022.

CHALET EDELWEISS UNWIND

Chalet Edelweiss Unwind, the brand's first-ever outdoor experience welcomed fans to a short getaway at Resorts World Awana Driving Range, Genting Highlands, in October 2022. This was an experience that allowed consumers to disconnect from their hectic city lives and discover nature alongside glamping and a series of fun activities and music performances. Fans who attended Chalet Edelweiss Unwind were treated to an exciting line up of regional and international artists, ranging from headliner American singer, songwriter and producer Jeremy Zucker, Karencici a Chinese-American singer and songwriter, Demot Kennedy and Jumero, among many others. Besides the music performances, fans were able to participate in other activities like morning yoga, night campfires and other fun games.



Brand Highlights



Star Academy HEINEKEN Malaysia



HEINEKEN® STAR QUALITY EXPERIENCE

After a 2-year hiatus, HEINEKEN Malaysia's Star Academy returned with a new and improved Heineken® Star Quality programme. The programme combined immersive training and learning with the search for the bestperforming Star Bartender. Seven interactive training sessions were held across Malaysia, with the top bartenders invited to attend the grand finale at the Heineken® Star Quality Experience in Kuala Lumpur. At the finale, Vickson Leong from Speakeasy Bar & Kitchen, Ipoh, Perak, was named the 2022 Heineken® Star Bartender and received the grand prize of a three-day, twonight all-expenses-paid trip to Langkawi, among other prizes. The finale was held amidst the Heineken® Star Quality Experience, where guests were treated to a walkthrough of the Heineken® Star Brewery to witness Heineken®'s five fundamental Star Brewing Principles. Guests walked through an experiential maze to see, smell and touch all the components behind brewing the perfect Heineken®. The journey ended with the Heineken® Star Bar, where guests could try their hand at a perfect pour.



Brand Highlights



GUINNESS PERFECT POUR PROGRAMME

From August to October 2022, the Guinness Perfect Pour programme successfully trained 670 bartenders from 233 bar outlets nationwide to uphold the standards of serving Guinness while searching for the best Guinness bartender. Upon completion of the training sessions, two finalists from Kuala Lumpur and one finalist from Sabah, Sarawak, Johor, Penang, and Ipoh respectively were invited to join the grand finale celebration. At the grand finale, Richard Jugie from The Sarawak Club was crowned as the champion and Ang Ai Keow from Souliquid Puchong earned the first runner-up title. Both winners received the much-coveted prize of an all-expense-paid trip to the Home of Guinness in Dublin, Ireland. At the celebration, attendees could participate in a mini perfect pour challenge to try out the unique six-step Guinness Perfect Pour and learn how to bring out the perfect Guinness flavour, aroma, and presentation while trying their hand at breaking the high score to win exclusive premiums.