

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 smooth and creamy Guinness Draught in a Can
- The premium wheat beer born in the Alps Edelweiss
- 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 wholesome, premium quality non-alcoholic Malta

HEINEKEN Malaysia's 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 N.V.'s acquisition of Diageo Plc's stakes in GAPL in October 2015. GAPL is a subsidiary 100% owned by Heineken N.V., 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 Enjoyment 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.



For more information, visit:
<https://www.heinekenmalaysia.com/>

Our Chairman's Message

Brew the Joy of True Togetherness to Inspire a Better World



DEAR SHAREHOLDERS,

After two extremely challenging years due to the COVID-19 pandemic, 2022 was a year of recovery. With close to 100% vaccination rate in the adult population in Malaysia, we saw the worst of the pandemic pass whilst Government-imposed restrictions on social and economic activities began easing. The prolonged lockdowns that

had put great pressure on supply chains and the external business environment were lifted and we observed the gradual revival of various economic sectors. In particular, the abolishment of the National Security Council's negative list during the pandemic which prohibited certain businesses including entertainment outlets further aided the recovery of the food and beverage industry.

Despite this positive development, we observed inflation on the increase around the world, with food and energy prices hitting record highs. The rise has been driven in large part by pent-up consumer demand after the pandemic and the ongoing geopolitical conflict. Indeed, rising cost of living is a key concern in Malaysian society and incidences of shortage in supply of certain food staples including poultry and eggs during the year indicate the need for strategic measures to strengthen the country's resilience in facing the evolving challenges of our time.

On the political front, the historic 15th General Elections of Malaysia in November 2022 resulted in a hung Parliament where no single political party or coalition secured an outright majority to form the next Government. Ultimately, upon forming multiple alliances for a unity government, Dato' Seri Anwar Ibrahim from the Pakatan Harapan coalition was appointed the 10th Prime Minister of Malaysia. He further cemented his position with a two-thirds majority which stood the test of a vote of confidence in Parliament in December 2022. Anwar's appointment as Prime Minister, which comes after more than two decades since he was last Deputy Prime Minister, brings renewed hope for much needed reforms in Government. It is therefore positive that he has committed towards addressing the issues of economic recovery, cost of living, food security, and governance. We are also confident that the new administration will adopt a business-friendly and consultative approach towards policy making.

I take the opportunity to recognise the efforts of the Management Team and all employees at HEINEKEN Malaysia for the extraordinary commitment towards transforming our organisation for a stronger future. Despite the many uncertainties and obstacles we have had to deal with in the past few years, the team's immense effort in collaboration with our business partners

Our Chairman's Message

and valued customers helped to deliver commendable results on all fronts, accelerating our recovery above pre-pandemic levels in 2019.

As an operating company of Heineken N.V, we adopted the global Heineken strategy – EverGreen, which is a multi-year strategy designed to enable our next chapter of our growth. Through EverGreen, we aim to deliver superior and balanced growth with greater focus on meeting the needs of our consumers and customers. We will drive premiumisation, invest behind our brands and capabilities, and do these with a cost and value mindset that will fund this growth journey. EverGreen leverages our existing strengths and new opportunities to chart the next chapter of our growth. We are making great strides in our end-to-end digital transformation to benefit our route-to-consumer and drive cost efficiencies as we aim to become the best-connected brewer. And we are stepping up our focus to deliver continuous productivity improvements and raising the bar on our environmental and social sustainability ambitions.

I am pleased that the Group has reported an increase in revenue and profit as compared to the same period in 2021 as the Group recovers above pre-pandemic levels with reopening of on-trade and entertainment channel and Malaysia's international borders. HEINEKEN Malaysia's revenue increased by 44% to RM2.86 billion (FY2021: RM1.98 billion), mainly attributable to an increase in sales volume following the reopening of international borders, increased on-trade consumption, as well as a positive mix impact from premium portfolio growth. The spike in revenue growth in 2022 was mainly due to lower comparison against 2021 as the brewery was closed for 11 weeks due to the Movement Control Order. Group Profit Before Tax (PBT) increased by 85% to RM595 million (FY2021: RM321 million), as we bounced back post-Covid with a gradual recovery of the on-trade business, as well as improved revenue and cost management. Group Revenue and PBT

performance increased above pre-pandemic levels, with an 23% increase in Revenue (FY2019: RM2.32 billion) and 44% gain in PBT (FY2019: RM412 million), an indication that its business is seeing solid recovery.

The Board at HEINEKEN Malaysia has proposed a single tier final dividend of 98 sen per stock unit for the year ended 31 December 2022, subject to the approval of shareholders at the forthcoming Annual General Meeting. The total dividend for the year ended 31 December 2022 is 138 sen per stock unit comprising:

- a single tier interim dividend of 40 sen per stock unit which was paid on 11 November 2022; and
- a proposed single tier final dividend of 98 sen per stock unit.

During the year, the health and safety of our people remained a key priority. Despite the easing of COVID-19 restrictions, we continued to proactively screen our employees and contractors at our Sungei Way Brewery, ensuring we operate at a level that ensures the safety and wellbeing of our people.

In 2022, we took bigger steps to raise the bar on sustainability and responsibility. Through HEINEKEN's Brew a Better World sustainability strategy, we have ambitious goals with clear targets in three key areas – Environmental Sustainability, Social Sustainability and Responsible Consumption. I am proud that we have accelerated our progress in our Net Zero Carbon roadmap, which sets out our 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 49% in 2022. A major contributor to our progress in this area was Management's decision to secure our transition to 100% renewable electricity through the Malaysian Renewable Energy Certificates (mRECs) which are purchased through utility provider Tenaga Nasional Berhad's



Compared with the base year of 2018, we have reduced absolute carbon emissions in production at our Sungei Way Brewery by 49% in 2022."

GROUP REVENUE



44%

RM2.86 billion

(FY2021: RM1.98 billion)

GROUP PROFIT BEFORE TAX (PBT)



85%

RM595 million

(FY2021: RM321 million)

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



Our Chairman's Message

Green Electricity Tariff (GET) programme. We are proud that we have taken this crucial step forward, which paves the way for the exploration and adoption of new innovative approaches that will hasten our journey towards a greener future. We are in the midst of installing on-site solar energy generation at our Sungei Way Brewery and expect to go live later this year.

Without water, we cannot brew beer. 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 in our products. In 2022, we are proud to have exceeded this target again just as we have done in 2020 and 2021, achieving 203% of the targeted volume. In terms of water efficiency, we reduced our water consumption by 5% vs 2021 and 20% vs our 2014 baseline. As for water circularity, we continue treating 100% of our wastewater before release. Going forward, we will need to step up collaboration and engagement with key stakeholders including the Government, civil society, other companies, as well as our surrounding communities.

We continued our practice of recycling or upcycling 100% of our by-products and waste from production. Indeed, we are proud of achieving Zero Waste to Landfill since 2017. As a result of our achievements in environmental sustainability, we are proud to have received recognition externally at the Sustainability & CSR Malaysia Awards 2022 and United Nations Global Compact Network Malaysia & Brunei's Sustainability Performance Awards 2022.

We continue to lead by example when it comes to advocating for Diversity, Equity and Inclusion (DEI), 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 Bursa listed companies in the Board Diversity Index 2021 and have 63% women in senior management positions. Management's efforts in embedding DEI in the organisation was recognised at the 2022 HR Excellence Awards, with HEINEKEN Malaysia winning Gold in the category of Excellence in DEI.

Our commitment to improving social sustainability also extends beyond our organisation. At HEINEKEN Malaysia, we invest in two social impact projects. Our long running Tiger Sin Chew Chinese Education Charity Concert returned with physical fundraising concerts after a two-year hiatus due to the pandemic, successfully raising RM20 million for eight schools in 2022. Since 1994, this initiative has raised RM380 million for schools across Malaysia. Recognising food security as an emerging issue, our HEINEKEN Cares community food aid programme, which delivered 250,000 meals and care packages in 2021, returned with a target to deliver 600,000 meals in 2022 and 2023 through the amazing work of 7 NGO partners who work on various sustainable farming projects with communities in need.



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600,000
meals in 2022 and
2023 through the amazing
work of 7 NGO partners



As a progressive and responsible corporate citizen, HEINEKEN Malaysia also contributed RM1.6 billion in taxes to the Government in 2022. We are honoured to continue playing a proactive role in contributing to the growth of Malaysia's economy. I must take this opportunity to thank the Government for not increasing excise duties on beer and stout. We also commend the Government for committing to further clamp down on illicit trade and pledge our support for a more holistic approach in addressing this issue, which represents a loss of revenue for both Industry and Government.

ACKNOWLEDGEMENTS

I would like to announce the upcoming retirement of Datin Ngiam Pick Ngoh, Linda, Independent Non-Executive Director, from the Board which will take effect after the conclusion of our upcoming AGM. On behalf of the Board, I would like to extend my sincere and heartfelt appreciation to her for her invaluable contributions as a long-serving member of the Board. The appointment of her successor will be announced by the Company in due course.

On behalf of the Board, I take this opportunity to thank our shareholders and business partners for their continued trust and support. We take pride in continuing our efforts to create sustainable value and superior growth for the future.

I would also like to thank our Management Team, led by Roland, 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

20 March 2023

Directors' Profile



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

MALAYSIAN | MALE | AGE 64

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 57

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 70

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 IN MALAYSIA

- KKB Engineering Bhd
- Malaysia Airlines Group

Directors' Profile



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

MALAYSIAN | FEMALE | AGE 68

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 Marketing & Promotions Manager of Sungei Wang Plaza Sdn Bhd.
- Former Communications Head of 30% Club Malaysia.
- 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 50

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. Her experience includes general corporate and commercial matters (both regional and operational), mergers and acquisitions, joint ventures, set up of greenfield breweries, compliance and managing disputes in the Asia Pacific region.
- 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 (APB Singapore) as Legal Director and a member of the Management Team, where she was a valued business partner and was instrumental in successfully achieving a commitment with the Competition and Consumer Commission of Singapore in respect of APB Singapore's draught exclusive arrangements with outlets as well as facilitating a transformational change to the APB Singapore route to market.
- 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 | AGE 55

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 B.
ESGUERRA**
Non-Independent
Non-Executive
Director

FILIPINO | FEMALE | AGE 57

Appointed on 1 September 2021

QUALIFICATIONS

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

BOARD COMMITTEES MEMBERSHIP

- Nomination & Remuneration Committee

WORKING EXPERIENCE

- Rocky is the Senior People Director (Head of HR Function) for HEINEKEN Asia Pacific. Leads the full suite of HR services and disciplines across the region and is involved in talent management and planning of key executive roles, working closely with the APAC Regional President. She is also co-chair of BOOST (Build Our Own Sustainable Talent), which is APAC's talent management program to grow the talent pipeline for the region via programs like the Management Team Fast Track Program, Heineken Graduate Program, Heineken Employer Branding Proposition; Short Term Assignments, among others. She is a member of the APAC Regional Leadership Team and the Global Heineken People Leadership Team.
- Prior to joining HEINEKEN, Rocky was the Regional Senior Director – HR for the Emerging Markets (EM) Asia business unit of Pfizer, Inc., a region considered as the growth engine and innovation powerhouse for the Company (2017 – 2021). She was a trusted business partner to the regional leadership team, navigating various reorganizations, leadership change, and cultural transitions during an exciting period in Pfizer pre- and post-vaccine discovery and launch, while leading her team of HR professionals across different countries in the region. She was part of the EM Asia Leadership Team and the Global EM HR Leadership Team. Upon leaving Pfizer, she was able to grow a local, internal successor to take her role.
- Prior to Pfizer, Rocky had a very distinguished HR career at Procter & Gamble, where she started in the Philippines as a Management Trainee. (1987 – 2017). She was the first female HR manager there to be posted as an expatriate abroad, starting with her assignment as the Indonesia Country HR Director. She was eventually assigned to Thailand and then to Taiwan to head up the HR function in those countries. Subsequently, she assumed her first regional role as the Head of HR Services & Solutions, based in Singapore, garnering awards from the HR Outsourcing Association and the Forum for Expatriate Management. Her last assignment in P&G was the HR Director for the APAC Headquarters & Asia Employee Relations. During Rocky's career in P&G, she developed many HR professionals who are now heads of departments in their organizations. She is known for her track record in developing and coaching leaders.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA

- Nil

Management Team's Profile



ROLAND BALA

MANAGING DIRECTOR

MALAYSIAN | MALE | AGE 57

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 | AGE 41

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 | AGE 45

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



WILLEMIJN SNEEP

MARKETING DIRECTOR

DUTCH | FEMALE | AGE 41

Appointed on 1 November 2022

QUALIFICATIONS

- Master's Degree in Communication Sciences, University of Amsterdam
- Minor Degree in Business Economics, University of Amsterdam

WORKING EXPERIENCE

Within HEINEKEN Group:

- Prior to joining HEINEKEN Malaysia, she was Heineken® Country Manager Australia since August 2020.
- Before moving to Australia, Willemijn was Head of Marketing for the Gulf Region at Sirocco FZCO, HEINEKEN's Joint Venture with Emirates Group in Dubai, leading the Brand and Trade Marketing team.
- A strong track record of working across the Heineken® brand and other portfolio brands, driving brand and commercial performance and working through-the-line.

Previous Experience:

- Prior to joining HEINEKEN, she was responsible for Marketing & Brand Activation at Danone Switzerland before developing her Marketing career at C1000 Retail in the Netherlands.
- She holds 5 years of agency experience in Amsterdam.



RENUKA INDRARAJAH

CORPORATE AFFAIRS & LEGAL DIRECTOR

MALAYSIAN | FEMALE | AGE 55

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.
- Vice President of Malaysian International Chamber of Commerce & Industry (MICCI).
- Exco of National Chamber of Commerce & Industry of Malaysia (NCCIM).

Previous experience:

- Over 25 years of working experience in legal including 15 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 | AGE 52

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 | AGE 40

Appointed on 15 January 2020

QUALIFICATIONS

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

WORKING EXPERIENCE

Within HEINEKEN Group:

- 10 years within HEINEKEN Group.
- Started her career in HEINEKEN Netherlands as a Digital Consultant and worked her way up to IT MT as Innovation & Digital manager. In the latest role, she was responsible for fast moving technology and Data & Analytics while changing behaviors into the future. Always focused on Consumer Centric solutions. Challenger on delivering value to topline.
- Key milestones included Data Driven Marketing, launch of B2B eCommerce, B2C eCommerce and consumer loyalty. Creating an Innovation mindset and being the frontrunner in Agile by defining the organisation's ambition.

Previous Experience:

- Owner and founder of online publisher 'Ons Woord'.
- Account Manager & Project Manager at Internet agency, Virtual Affairs.
- Site Manager Internet & Intranet, AkzoNobel.
- Consultant & Trainer, Exact software.



VICTORIA ANG SU LIM

PEOPLE DIRECTOR

MALAYSIAN | FEMALE | AGE 46

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.