

Heineken Malaysia Berhad

# 2Q & 1H FY2024 Financial Results

Media & Analyst Briefing

7 August 2024



# Martijn van Keulen



Nov 2010 - Aug 2015  
Account Director for  
Modern Trade &  
Convenience



2000  
Joined HEINEKEN  
international



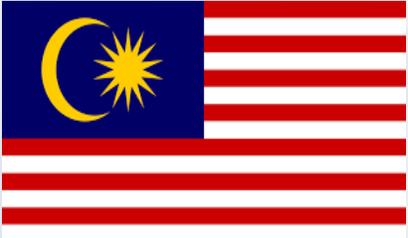
Sep 2015 – Aug 2018  
General Manager of  
HEINEKEN Kirin Japan



Sep 2018 – Jun 2020  
Managing Director of Grande Brasserie de  
Nouvelle-Caledonie in New Caledonia



Jul 2020 – Jun 2024  
Managing Director of  
HEINEKEN Myanmar



Jul 2024 - Today  
Managing Director of  
HEINEKEN Malaysia





# Heineken®



**Heineken® CNY Campaign**



**Cannes Lions Festival**  
CNY Campaign  
won 1 Bronze Lion



**Heineken® Refresh**

# Tiger



**敢敢冲**  
**Cheers to a Bolder Tomorrow**  
Tiger Beer CNY Campaign



**Feel the Twist**  
Launch of Tiger Soju Flavoured Lager



**Refreshingly Light,  
Perfect with Every Bite**  
Tiger Crystal Food Campaign

# Guinness



## Guinness CNY 2024

Reuniting with Friends, it is just a Guinness away

## Guinness St. Patrick's 2024

Our Day to Remember

## Guinness Harvest Festival 2024

Gawai & Kaamatan



Edelweiss

A SIP OF THE ALPS  
WITH A REFRESHING HINT OF MOUNTAIN HERBS



ORIGINAL - BORN IN THE ALPS  
Edelweiss



### Product Credentials

*A series of video  
Exclusive promotions  
Sampling activities*



### Unwind to Refresh

*Collaboration with KOLs to boost penetration  
through e-comms*

# Sustainability is embedded into our business strategy



Path to zero impact on the environment

Path to an inclusive, fair and equitable world

Path to moderation & responsible consumption

Supporting the United Nations Sustainability Development Goals



# Raising the bar on sustainability & responsibility

Working towards net zero impact in production by 2030



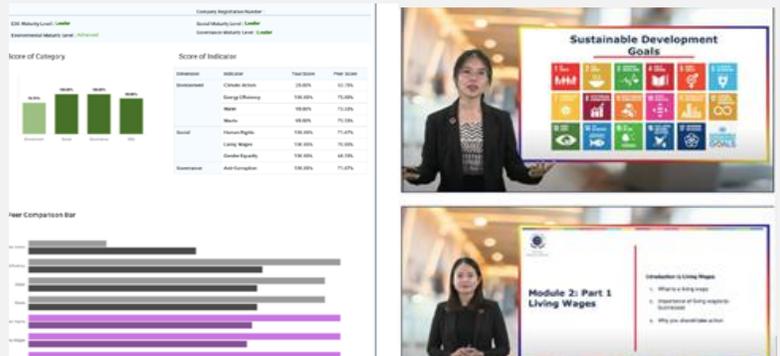
Solar panels operational since June 2024

Recognition for our environmental and social impact programmes



Awarded ESG company of the year for manufacturing by Sustainability & CSR Malaysia

Rollout of ESG Dashboard for HMB suppliers to prepare for reporting requirements



ESG Maturity Report & e-learning modules for suppliers

# 1H FY2024 - Challenging External Environment

THE STRAITS TIMES

ASIA

LOG IN

MALAYSIA

Malaysian ringgit likely to stay weak for first half of 2024, but worst is over: Analysts



**Geopolitical tensions and economic pressures: DPM Fadillah addresses Malaysia's path ahead, says country positioned to punch above its weight**



- The global economy is expected to remain uncertain throughout 2024.

**"Weak consumer sentiment is to prevail in 2024 as consumer prioritise essential spending"**

**Govt must address weakening ringgit, living wage issues, says political analyst**

**Weakening Ringgit and concerns on rising cost of living**

Geopolitical tensions

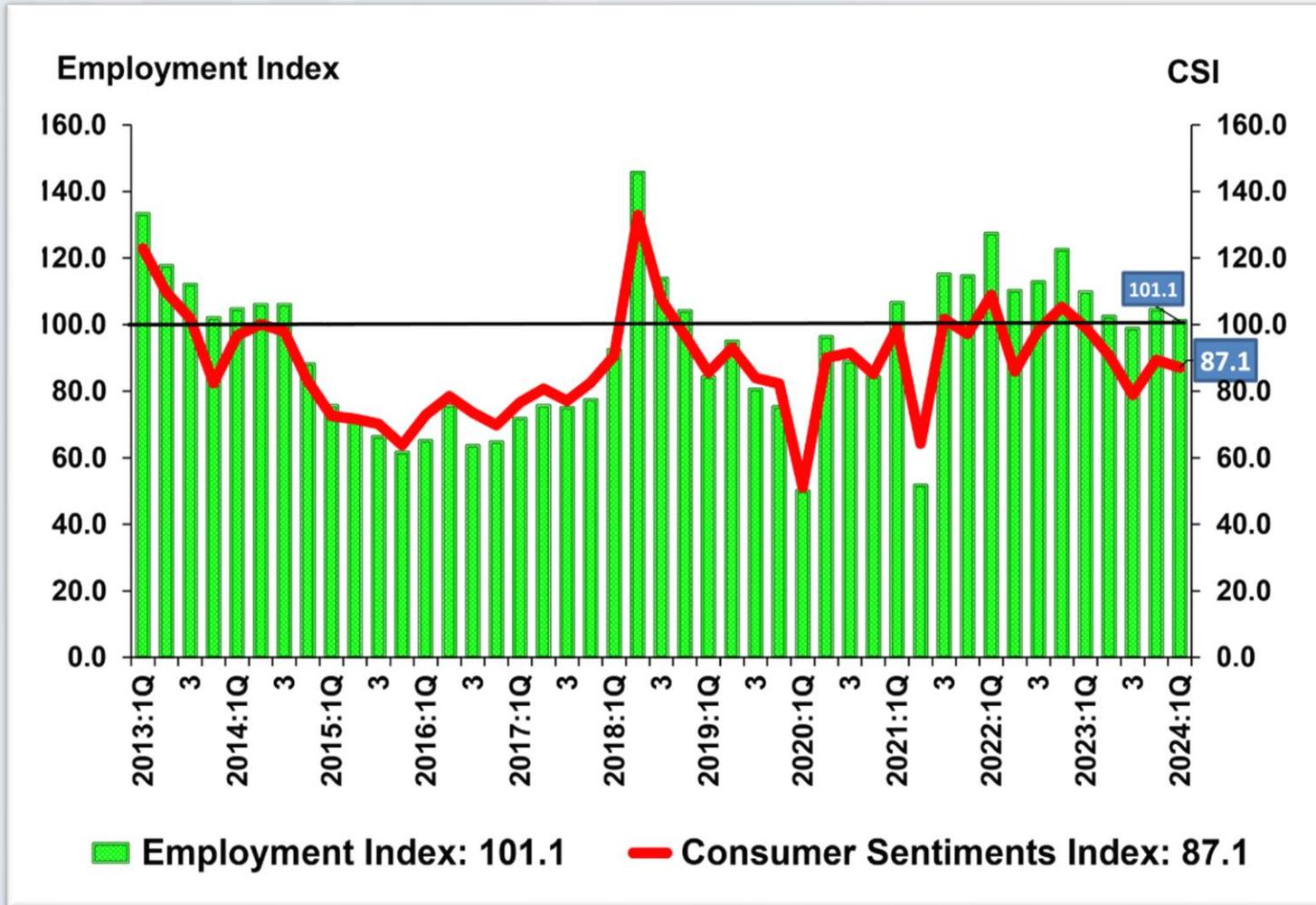
Global economic uncertainty

Currency weakening

Inflationary pressures

Slightly subdued consumer sentiment

# Consumer Sentiment Index



## Q1 FY2024

- Slight drop in consumer sentiment.
- Consumer sentiment decreased from 89.4 in Q4 FY2023 to 87.1 in Q1 FY2024.
- Employment prospects not vibrant
- Inflation worries persist
- Consumer spending plans on hold

Source: Malaysian Institute of Economic Research, Q1 2024

# 2Q & 1H FY2024 Financial Highlights

	Revenue	Profit Before Tax	Net Profit
<b>Q2 FY2024 vs. Q2 FY2023</b> (3 months ended 30 Jun)	<b>-1%</b> from RM569 million <b>to RM565 million</b>	<b>+1%</b> from RM119 million <b>to RM120 million</b>	<b>+1%</b> from RM90 million <b>to RM91 million</b>
<b>1H FY2024 vs. 1H FY2023</b> (6 months ended 30 Jun)	<b>+4%</b> from RM1.31 billion <b>to RM1.35 billion</b>	<b>+7%</b> from RM264 million <b>to RM281 million</b>	<b>+7%</b> from RM200 million <b>to RM214 million</b>

## Commentary

- With a strong start in the Q1 FY2024, 1H FY2024 has recorded a 4% revenue increase compared to 1H FY2023.
- Revenue saw 1% decline in Q2 FY2024 compared to Q2 FY2023, due to growing macro-economic concerns including rising cost of living.
- Group PBT and net profit movement on par with the revenue movement trend. This is attributed to effective cost and value management.

# Interim Dividend

Single Tier  
Interim Dividend  
(To be paid in October 2024)

---

**40 sen**  
per stock unit

Comparison: 1H FY2023

**40 sen**  
per stock unit

Dividend Payout  
representing

**57%**

of 1H FY2024  
Profit After Tax

# 2H 2024 Outlook

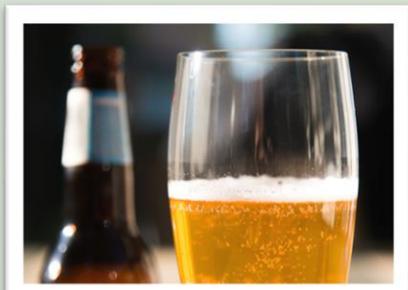
## CHALLENGES



Geopolitical tensions



Rising cost of living



Growth of illicit alcohol

## OPPORTUNITIES

Increased tourism



Increased disposable income



Enforcement & awareness



# Our Priorities



## DRIVE SUPERIOR GROWTH

With consumer centricity, shape & lead premium category. Continue investing behind our brands.

## FUND THE GROWTH, FUEL THE PROFIT

Cost & Value to drive efficiency, enabling reinvestments into our brands and business.

## RAISE THE BAR ON SUSTAINABILITY & RESPONSIBILITY

Deliver on our ambition to become net zero carbon in production by 2030 and the full value chain by 2040.

## BECOME THE BEST CONNECTED BREWER

Accelerate digital & technology to create a Unified Customer Ecosystem with a customer & consumer-first approach.

## UNLOCK THE FULL POTENTIAL OF OUR PEOPLE

Promote a high-performance culture that boosts our strategic capabilities.

