

For Immediate Release

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Three big wins for HEINEKEN Malaysia at ESG Positive Impact Awards

Recognised for excellence in Water Management and Efficiency, Innovative Partnership, and Waste Management

PETALING JAYA, 9 September 2024 – Heineken Malaysia Berhad (HEINEKEN Malaysia) celebrates a remarkable achievement at the ESG Positive Impact Awards 2023, earning Gold in three categories including Water Management and Efficiency, Innovative Partnership and Waste Management. Organised by the Star Media Group, the awards recognised the brewer’s steadfast commitment to responsible environmental practices and forming strategic partnerships in driving positive impact, in line with its Brew a Better World (BaBW) 2030 sustainability strategy and its three key pillars: Environmental Sustainability, Social Sustainability and Responsible Consumption.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia, stated, "We believe that we can only thrive if our surrounding communities and the planet thrive. To that end, we have embedded sustainability and responsibility into our business strategy, making it an important part of our business and the decisions we make, including investments and collaborations. We are proud to receive these recognitions, which exemplify our ongoing commitment to Brew a Better World. These achievements are a testament to the dedication of our employees and the unwavering support from our programme partners. As we look to the future, we strive for continuous improvement year after year, collaborating with strategic partners to reach even greater heights and realise our ambitious sustainability goals."

Water Management and Efficiency

HEINEKEN Malaysia is committed to work towards healthy watersheds with a holistic water strategy that focuses on interventions within and beyond its brewery. In terms of water efficiency, the brewer has been on the path to reduce average water usage through responsible water management including the implementation of water-efficient technologies, recycling water for general cleaning, and the installation of flow meters for water monitoring. Before discharging its wastewater, the brewer treats 100% of the used water above the standards required by the Department of Environment in the wastewater treatment plant within the brewery.

Innovative Partnership

Renuka Indrarajah, HEINEKEN Malaysia’s Corporate Affairs & Legal Director, said, "Our commitment to protecting water resources extends beyond our brewery’s operations, and

requires collaboration from multi stakeholders. Collective effort is key in watershed protection, which is why we partnered with a local environmental non-governmental organisation Global Environment Centre (GEC), local communities, and work alongside government agencies since 2007. Since then, we have channelled RM15 million to the initiative and reached over 30,000 Malaysians.”

The brewer has an ambitious target to balance 1.5 litres for every 1 litre of water used in making its products. Since 2020, it has achieved more than 200% of its water balancing target through its watershed protection efforts. This includes the transformation of water quality at the Sungai Way River; the construction of a clay dyke at Raja Musa Forest Reserve to promote soil water retention and prevent peatland fires; the reforestation of degraded peatland; and the implementation of rainwater harvesting systems in Klang Valley.

Waste Management

HEINEKEN Malaysia is committed to conserving natural resources and reducing raw material consumption through systemic waste management. In 2017, the brewer achieved zero production waste to landfill.

This was accomplished by adopting waste circularity within its operations, which involves recycling all waste into new materials and using by-products for soil improvement. The brewer employs a systematic waste management, including waste segregation, recycling at dedicated and licensed third-party facilities, and upcycling waste where feasible. By recycling 100% of its production waste, HEINEKEN Malaysia generated RM2 million in 2023, which has been reinvested into environmental programs.

Additionally, the company has achieved packaging return rates of 100% for its plastic crates and kegs, and 91% for bottles from the on-trade channel in Peninsular Malaysia. The brewer is committed to material innovation along with increasing recycling and reuse rates in close collaboration with its on-trade partners using a deposit system.

HEINEKEN Malaysia was also recognised as Company of the Year (Manufacturing) for the seventh year at the Sustainability and CSR Malaysia Awards 2023. This ESG Leadership Award is a testament to the brewer’s commitment to its BaBW sustainability strategy and its efforts to protect the environment while growing alongside its people and communities.

For more information on HEINEKEN Malaysia’s 2030 Brew a Better World Strategy, please read the brewer’s [2023 Annual Report](#).

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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 bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- 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 through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. 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 GAPL Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V. For more information, please visit: www.heinekenmalaysia.com

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