

## ESG Review



### RESPONSIBLE CONSUMPTION

We promote responsible consumption by empowering consumers to make informed choices. Our marketing practices align with social responsibility, emphasising moderation through clear messaging and initiatives that promote a balanced lifestyle.

#### Material Sustainability Matters

- 1 Product Safety, Quality and Hygiene
- 6 Responsible Marketing and Consumption

#### List of Ambition Areas

- Always a Choice
- Address Harmful Use
- Make Moderation Cool

#### Key Highlights



**>10 %**

of Heineken® media spend on promoting responsible consumption



Distributed over

**RM140,000**

in Grab e-hailing promo codes for consumers through brand and corporate events



## ESG Review



### ALWAYS A CHOICE

Our Ambition: We continue to innovate by offering a diverse range, including zero-alcohol options. We prioritise clear and transparent product information to empower consumers to make informed choices that align with their preferences and lifestyles.

Everyone should have the option of selecting the right beverage for the right occasion. Our zero-alcohol option, Heineken® 0.0 provides the refreshing fruity notes and soft malty body of beer without the effects of alcohol. This gives consumers a 'real alternative' which promotes moderate alcohol consumption and a more balanced lifestyle.

We are focused on providing clear information about our products, making them available on both brand and corporate websites. Information for consumers include Alcohol by Volume (ABV), calories, ingredients, allergens, nutrient information and harm reduction symbols. We are also working towards our goal of providing clear and transparent product information on 100% of our products.

### Product Safety, Quality and Hygiene

In promoting the health and wellbeing of our consumers, we practise stringent adherence to hygiene and safety standards and closely monitor our operations throughout production processes. Our brewery was 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 and we have also been accredited with the ISO 9001:2015 certification, an international standard for quality management systems, since 2018.

### Responsible Marketing Code

We uphold our dedication to promote responsible consumption through our Responsible Marketing Code (RMC). We review all marketing materials, including point-of-sale items, based on the following eight principles:



## ESG Review

In FY2024, we reported zero incidents of non-compliance with the RMC in relation to our marketing communications. As the majority of our brands transitioned to the new labelling format in 2023, we have since reported zero instances of non-compliance with the HEINEKEN Global Labelling Policy.

### Marketing Material Reviewing Process

1. External agency develops marketing material
2. Reviewed by Brand Team
3. Verified by Marketing Manager
4. Signed off by Head of Communications and Sustainability
5. Signed off by Senior Legal Manager
6. Signed off by Marketing Director

### ADDRESS HARMFUL USE



Our Ambition: We aim to reduce harmful alcohol use by promoting responsible consumption, raising awareness and supporting initiatives that encourage moderation and informed choices among consumers.

### Responsible Consumption

HEINEKEN Malaysia remains focused on tackling the harmful use of alcohol. We will continue to cultivate local partnerships to address alcohol harm including topics like the prevention of underage drinking, drink-driving and binge drinking.

We believe awareness is key to emphasise the importance of moderation and responsible consumption. In addition, by cultivating partnerships at the local level, we aim to promote responsible drinking practices, including preventing underage drinking and reducing drink-driving incidents, while discouraging excessive consumption.

### Advocating Responsible Consumption

Since 2012, Heineken N.V. has endorsed the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking. The ambitions are centred on five key goals designed to encourage responsible consumption, both within the organisation and among external stakeholders.

HEINEKEN Malaysia continues to prioritise responsible consumption and the reduction of harmful consumption behaviours through a range of ongoing initiatives. Over 5,000 Grab e-hailing promo codes were distributed at brand and corporate events in FY2024, encouraging responsible consumption. Beyond this, a year-end campaign promoting responsible consumption during the festive season saw over RM140,000 worth of Grab e-hailing promo codes being distributed to consumers. These efforts have positively impacted numerous communities towards raising awareness on responsible consumption practices.

### Illicit Alcohol Trade

HEINEKEN Malaysia actively participates in efforts to eradicate illicit alcohol sales, collaborating closely with various ministries and agencies under Multi-Agency Task Force, spearheaded by the Ministry of Finance.

### MAKE MODERATION COOL



Our Ambition: We dedicate 10% of our Heineken® media spend to impactful campaigns that promote responsible consumption, including "Enjoy Responsibly" and "When You Drive, Never Drink" initiatives, encouraging moderate and safe alcohol consumption.

We believe in promoting responsible consumption and annually allocate more than 10% of our Heineken® media budget to support impactful campaigns such as "When You Drive, Never Drink," launched in 2022 and "Low, Slow, No," "Boring Phone" and "Player 0.0," campaigns launched in 2024. This reporting year, we increased this allocation to RM1.5 million.

HEINEKEN Malaysia advocates for responsible alcohol consumption. Our employees are expected to exemplify this by adhering to our strict policy on responsible alcohol consumption. This policy emphasises the enjoyment of our products within the context of a balanced lifestyle. Effective communication ensures all employees understand their responsibilities and any breach of this policy may result in disciplinary action, including termination.





## ESG Review

### Our Progress Against BaBW 2030 Ambitions

#### Responsible Consumption



Ambition Areas	Our BaBW Global Ambitions	Our FY2024 Progress
<b>Always a Choice</b>	<ul style="list-style-type: none"> <li>A zero-alcohol option for one strategic brand in the majority of our markets (accounting for 90% of our business) by 2025</li> <li>Clear and transparent consumer information on 100% of our products by 2024</li> </ul>	<ul style="list-style-type: none"> <li>Heineken® 0.0 has been available in Malaysia since 2019</li> <li>100% fully compliant with the HEINEKEN Global Labelling Policy for all brands</li> </ul>
<b>Address Harmful Use</b>	<ul style="list-style-type: none"> <li>A partnership to address alcohol-related harm in 100% of markets every year</li> </ul>	<ul style="list-style-type: none"> <li>Partnership with Grab Malaysia offering Grab e-hailing promo codes to promote responsible consumption</li> </ul>
<b>Make Moderation Cool</b>	<ul style="list-style-type: none"> <li>10% of Heineken® media spend invested every year in responsible consumption campaigns, reaching 1 billion consumers</li> </ul>	<ul style="list-style-type: none"> <li>More than 10% of Heineken® media spend invested in responsible consumption campaign</li> </ul>

**KEEP IT LOW. SLOW. NO.**  
FOR TRUE TOGETHERNESS

DRINKING IN MODERATION IS THE BEST WAY TO EXPERIENCE THE JOY OF TRUE TOGETHERNESS.

For more than 150 years, we have been bringing the world together over a beer. Brewing connections that ignite joy, create memories and fuel happiness. And as a company that brews the joy of true togetherness, we believe that drinking in moderation is the best way to experience that joy.

**OUR MODERATION MANTRA**

- LOW!** For moderate drinkers, strength matters. Think **low**. People should always have a choice to drink **low** or no alcohol beer.
- SLOW!** There's no place for binge drinking. Think **slow**.
- NO!** Alcohol is for adults of legal purchase age - if you're underage it's a **no**. When you drive, never drink. Don't drink while pregnant.

KEEP IT LOW. SLOW. NO. FOR TRUE TOGETHERNESS

HEINEKEN

**HEINEKEN**  
GET RM10 OFF YOUR **Grab** RIDE

PROMO CODE  
**ENJOYRESPONSIBLY**

Limited to 2x redemption per user.  
\*The offer is available from December 26, 2024 to January 5, 2025 (Friday, Saturday & Sunday only) or until codes run out.

LET TOGETHERNESS GLOW, ALWAYS THINK **LOW**.

FOR A FESTIVE FLOW, KEEP IT **SLOW**.

AND SOMETIMES IT'S A PLAIN **NO**.

