

We Are HEINEKEN

Our Purpose

We Brew the
Joy of True
Togetherness to
Inspire a Better
World

Our Values



PASSION

for consumers & customers



CARE

for people & planet



COURAGE

to dream & pioneer



ENJOYMENT

of life



- The smooth and creamy Guinness Draught in a Can
- The premium wheat beer born in the Alps Edelweiss
- Edelweiss, infused with juicy peach flavour - Edelweiss Peach
- 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'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 Malaysia'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 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 responsibility arm SPARK Foundation, we aim to grow with local communities for a better tomorrow.

About Us

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 same great taste of Heineken®, now dealcoholised with 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





Group Revenue

**RM2.80
billion****Dato' Sri Idris Jala**
Chairman

Group Profit Before Tax

**RM584
million**

Group Net Profit

**RM467
million**

Our Chairman's Message

Dear Shareholders,

As we reflect on 2024, the year was marked by uncertainties stemming from ongoing geopolitical conflicts and escalating trade tensions, which affected prices and inflation rates. Currency fluctuations and rising living costs strained consumer sentiment and spending, adding to an already challenging economic landscape. Despite these headwinds, Malaysia demonstrated resilience by implementing key economic reforms to foster stability and growth. Against this backdrop, HEINEKEN Malaysia delivered a strong financial performance, achieving a record year and earning multiple accolades for its leadership in sustainability, digital transformation and responsible business practices."

Our Chairman's Message

The global economy in 2024 continued to face uncertainties due to the ongoing geopolitical conflicts in Russia-Ukraine and the Middle East, alongside escalating trade tensions between the United States (US) and China. These geopolitical risks disrupted supply chains, affected energy and food security, leading to higher prices and increasing inflation rates. Malaysia, like many other countries, experienced economic challenges, including a weakening ringgit against the US dollar due to higher demand for the greenback. This currency fluctuation, combined with rising living costs, further affected consumer sentiment and spending.

Despite these challenges, Malaysia underwent political and economic changes that further shaped our nation's landscape in 2024. The Government implemented diesel subsidy reforms, targeting subsidies more effectively at specific groups and industries. Malaysia also became a partner of the BRICS economic bloc, aiming to strengthen our economic ties and enhance our global standing. Malaysia remained resilient, navigating challenges and recording a 5.1% increase in gross domestic product (GDP) in 2024, up from 3.6% in 2023. This reflects the MADANI Government's confidence and determination to turn around the economy, driven by clear and progressive policies introduced under the Ekonomi MADANI framework.

STRATEGIC GROWTH AND PERFORMANCE

To stay ahead in our rapidly changing business environment, we strategically aligned our initiatives with the overarching purpose: "Brewing the Joy of True Togetherness to Inspire a Better World". As an operating company of Heineken N.V., we embraced EverGreen, a multi-year strategy designed to tap into our strengths and capitalise opportunities for our next phase of growth. We are making significant progress towards becoming the best-connected brewer through end-to-end digital transformation, benefitting both our customers and consumers. At the same time, we are strengthening our sustainability and responsibility pillars by integrating environmental, social and governance (ESG) principles into our business to create long-term value. Through EverGreen, we aim to drive sustainable and superior growth by focusing on evolving consumer needs, investing in our brands and capabilities and maintaining a cost and value-driven approach to support our growth strategy.

Against this backdrop, I am pleased to report that HEINEKEN Malaysia Group delivered a solid financial performance for the financial year ended 31 December 2024 (FY2024):

- Revenue increased by 6% to RM2.80 billion (2023: RM2.64 billion)
- Profit before tax rose by 14% to RM584 million (2023: RM511 million)
- Net profit soared by 21% to RM467 million (2023: RM387 million)

This marks the highest net profit recorded by the Group, driven by strategic commercial initiatives, effective cost management, a recovery in consumer confidence and the recognition of deferred tax income related to reinvestment allowance.

DIVIDEND DECLARATION

The Board of Directors (Board) has proposed a single tier final dividend of 115 sen per stock unit for FY2024, subject to the approval of shareholders at the upcoming 61st Annual General Meeting. The total dividend for the year amounts to 155 sen per stock unit, comprising:

- A single tier interim dividend of 40 sen per unit, paid on 30 October 2024; and
- A proposed single tier final dividend of 115 sen per stock unit, payable on 23 July 2025.

HIGHLIGHTS

A single tier interim dividend of

40 sen per unit

paid on 30 October 2024

A proposed single tier final dividend of

115 sen per stock unit

payable on 23 July 2025



I would like to extend my deepest gratitude to our esteemed Management Team and all employees at HEINEKEN Malaysia for their unwavering dedication and exceptional hard work. Despite facing numerous challenges and uncertainties, the team has been instrumental in ensuring collaboration with business partners and valued customers to achieve our outstanding financial results.

Our Chairman's Message

LEADING THE WAY: OUR DEDICATION TO SUSTAINABILITY

Under our Brew a Better World 2030 sustainability strategy, we made progress across our core pillars of environmental sustainability, social sustainability and responsible consumption. As part of our climate action efforts, we updated our carbon baseline year from 2018 to 2022 to ensure an accurate measurement of our carbon footprint, integrating updated science-based targets into our approach. This change ensures that our progress towards net zero goal is measured against a more current and comprehensive baseline, providing a clearer picture of our environmental impact and the effectiveness of our sustainability initiatives. Therefore, we began reporting our carbon emissions reduction based on the 2022 baseline, effective from FY2024 reporting.

I am pleased to share that as part of our Net Zero Roadmap, we have reduced Scope 1 and Scope 2 emissions in production by 36% vs 2022 baseline in 2024. We have subscribed to Tenaga Nasional Berhad (TNB)'s Green Electricity Tariff (GET) programme since March 2022. To further drive emissions reduction, we installed 3,500 mono-perc solar panels in collaboration with a partner at our Sungei Way Brewery in 2024. As part of our Scope 3 journey to achieve net zero in our value chain by 2040, we collaborated with the United Nations Global Compact Network Malaysia and Brunei (UNGCMYB) on a supplier engagement programme to enhance our suppliers' awareness and capabilities in ESG. Additionally, in line with consumer preferences and sustainability goals, we have transitioned our secondary packaging for locally manufactured products from plastic shrink wrap to paper-based packaging.

Furthermore, our ambition for healthy watersheds remained a key focus, achieving a 29% improvement in water consumption versus our 2014 baseline while ensuring that we fully treat wastewater above the Department of Environment Malaysia standards. Beyond our brewery walls, our water balancing efforts included maintaining river water quality, expanding rainwater harvesting systems to support community farming and preserving key ecosystems such as the reforestation efforts at the Raja Musa Forest Reserve. Through continued investment in watershed protection in partnership with the Global Environment Centre, we further demonstrated our ambition to promote water security by working towards healthy watersheds through collective action with multiple stakeholders. Our ambition to improve social sustainability goes beyond environmental management and includes meaningful community impact. Through our HEINEKEN Cares programme, we partnered with four non-governmental organisations to strengthen community resilience in the areas of food security and water access, empowering communities with both the knowledge and tools needed to thrive. Additionally, our enduring collaboration with Sin Chew Daily over the past 30 years has been instrumental in the success of the Tiger Sin Chew Chinese Education Charity Concert (Tiger Sin Chew CECC) programme, which raised RM19 million for nine educational institutions in 2024. Our role in facilitating this platform is to bring communities together by showcasing the talents of local performing artists. These concerts are specially organised to honour and appreciate our generous donors. We are proud to share that, since 1994, over RM427 million was raised for this cause.



HIGHLIGHTS

Since 1994, over

RM427 million

was raised for educational institutions via Tiger Sin Chew CECC programme

HIGHLIGHTS

Our responsible consumption campaign milestones:

Launched

a series of awareness videos

for employees on responsible consumption

Invested

>10%

of Heineken® media spend to raise awareness on responsible consumption

Distributed

RM140,000++

worth of Grab e-hailing promo codes to consumers throughout the year during brand events, festive campaigns and corporate events

Our Chairman's Message

As we strive to create a positive impact on the environment, we have consistently advocated responsible consumption through a multi-faceted approach. Heineken®'s bold partnership with Formula One has continued since 2016, advocating the "When You Drive, Never Drink" message, while dedicating more than 10% of Heineken® media spend to increase awareness of the importance of responsible consumption. Additionally, we promote Heineken® 0.0 as an alternative to encourage responsible consumption and empower consumers with clear and transparent information across our entire product portfolio. This approach enables consumers to confidently choose the right beer or cider for any occasion, whether with or without alcohol, reflecting our goal of offering options that cater to every preference and lifestyle.

To expand the reach of our responsible consumption message, we have also tapped into the growing influence of e-sports and competitive gaming. By launching Player 0.0 – a mobile simulator racing experience that connects the gaming world with Heineken® 0.0 – we aim to foster a culture of responsible drinking and safe driving in a way that resonates with the next generation of consumers.

These efforts, alongside our broader initiatives in net zero ambitions; waste management; and water stewardship, were acknowledged at the Sustainability & CSR Malaysia Awards 2024, where we were named Company of the Year for ESG Leadership in the manufacturing sector. We were also honoured in the Water Resilience and Sustainable Development Goals (SDG) Reporting Disclosure Recognition categories at the UNGCMYB Forward Faster Sustainability Awards 2024, highlighting our milestones on water stewardship for the third year in a row and transparent reporting. In addition, our sustainability initiatives were recognised at The Star's ESG Positive Impact Awards 2024, with three gold awards received for excellence in Water Management and Efficiency, Innovative Partnerships and Waste Management. The Company was also honoured with the Malaysian Dutch Business Council Innovation and Sustainability Award 2024, underscoring the impact of the Brew a Better World strategy.

At the core of our operations is a strong emphasis on diversity, equity and inclusion (DEI). With women making up 43% of our Board, we have surpassed the Government's target of 30% representation on boards of publicly listed companies. Equally important, 38% of our Management Team is comprised of women. These accomplishments are a testament to our ambition to foster a diverse and inclusive environment.

We are also proud to have received several recognitions related to people management, including the Great Place to Work Certification, which acknowledges our efforts in creating an engaged workforce.

Furthermore, for the third consecutive year, we were honoured with Gold for Excellence in Retention Strategy and Gold for Excellence in Total Rewards Strategy at the HR Excellence Awards 2024. These accolades reflect our unwavering focus on empowering our people and ensuring that we continue to build a culture of excellence.

As a responsible and progressive corporate citizen, HEINEKEN Malaysia Group contributed RM1.45 billion in taxes, accounting for 52% of its total revenue, to the Malaysian Government in 2024. The Government's decision to maintain excise duties on beer in Budget 2024 was appreciated by local breweries, including HEINEKEN Malaysia, given that Malaysia has one of the highest excise rates on beer globally. In addition, the ongoing efforts of the Royal Malaysian Customs Department, the Royal Malaysia Police, the Malaysian Maritime Enforcement Agency and other enforcement agencies in addressing the illicit beer trade have played a key role in stamping out the presence of illegal alcohol in the market, safeguarding public health and ensuring fair competition within the industry. We promote holistic enforcement and awareness efforts and strive to continue to monitor and support the authorities in combating the illicit alcohol trade.

LEADERSHIP TRANSITION

On behalf of the Board, I warmly welcome Martijn Rene van Kuelen as the Managing Director of HEINEKEN Malaysia, succeeding Roland Bala following his appointment as Managing Director of Multi Bintang Indonesia on 1 July 2024. We are confident that under Martijn's leadership, the Group will continue to build on its strong foundation, driving sustainable and superior growth and delivering on our strategic priorities under the EverGreen strategy.

We extend our deepest gratitude to Roland Bala for his exemplary leadership and invaluable contributions. His dedication to sustainability, innovation and people development has left a lasting impact.

LOOKING AHEAD

As we look ahead, we remain dedicated to creating long-term value for all and continue to be driven by our purpose – to Brew the Joy of True Togetherness to Inspire a Better World.

Dato' Sri Idris Jala

Chairman

11 March 2025

Directors' Profile



Dato' Sri Idris Jala

Chairman, Independent Non-Executive Director

Appointed on 1 January 2017

Malaysian | Male | 66

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 Chief Executive Officer (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 six 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, 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 on New Economic Growth and also on the Advisory Panel of World Bank.
- Former Managing Director/CEO at Malaysia Airlines (MAS) for three 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 the United Kingdom (UK). This included successful business turnarounds in Malaysia and Sri Lanka.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA:

- Sunway Berhad
- Jeffrey Cheah Foundation
- MyKasih Foundation

Directors' Profile



Martijn Rene van Keulen

Managing Director, Non-Independent Executive Director

Appointed on 1 July 2024

Dutch | Male | 49

QUALIFICATIONS:

- Bachelor in Business Administration, Hanze University Groningen
- HEINEKEN Leadership course (Forum Community)/Top 150 Global, Institute for Management Development Business School
- HEINEKEN International Management Course (HIMAC), INSEAD Business School
- HEINEKEN International Management Development Excellence Course (HIMDEC)

BOARD COMMITTEES MEMBERSHIP:

Nil

WORKING EXPERIENCE:

- Appointed as the Managing Director of HEINEKEN Malaysia on 1 July 2024.
- From July 2020 to June 2024, Managing Director of HEINEKEN Myanmar, where he led his team to drive an ambitious transformation agenda and successfully delivered strong performance despite extremely challenging times facing the Company.
- From September 2018 to June 2020, Managing Director of Grande Brasserie de Nouvelle-Caledonie, a producer and distributor of beers and non-alcoholic drinks in New Caledonia.
- From September 2015 to August 2018, General Manager of HEINEKEN Kirin Japan where the Company has achieved major improvements in performance. He was able to build a strong team and developed a full Trade Marketing team for both the on and off trade whilst enhancing sales and marketing capabilities. He led the local Rugby World Cup 2019 negotiations and developed a strategy to drive awareness of Heineken®'s partnership with rugby in Japan and drive sales through and after the tournament.
- From November 2010 to August 2015, Account Director for Modern Trade and Convenience at HEINEKEN Netherlands for five years.
- Joined HEINEKEN International in 2000 and held various Commercial positions before taking on the role as Global Account Manager for the HEINEKEN Global Duty Free and Travel Retail business where he spent four years.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA:

- Confederation of Malaysian Brewers Berhad



Lau Nai Pek

Senior Independent Non-Executive Director

Appointed on 22 May 2021

Malaysian | Male | 72

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 locations including New Zealand, Brunei, UK, 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 and 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, 11 years with Employees Provident Fund, Malaysia as an Independent Investment Panel member and 12 years with MAS Group as an Independent Non-Executive Director and Chairman of their Board Audit Committee.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA:

- KKB Engineering Bhd
- Boost Bank Berhad

Directors' Profile



Choo Tay Sian, Kenneth

Non-Independent Non-Executive Director

Appointed on 26 October 2020

Singaporean | Male | 57

QUALIFICATIONS:

- Advanced Management Program, Harvard Business School, Cambridge USA
- Professional Certified Coach (PCC), International Coaching Federation USA
- Chartered Accountant, Institute of Singapore Chartered Accountants
- 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 to 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



Seng Yi-Ying

Non-Independent Non-Executive Director

Appointed on 1 September 2020

Singaporean | Female | 52

QUALIFICATIONS:

- Bachelor of Laws, 2nd Class Upper (Honours), University of Nottingham, United Kingdom
- Diploma in Singapore Law, National University of Singapore

BOARD COMMITTEES MEMBERSHIP:

Nil

WORKING EXPERIENCE:

- Presently, Regional Legal Director of APAC, responsible for the functional oversight of legal in Asia Pacific. She is also a member of the APAC Management Team.
- Has over 20 years of in-house legal experience, including more than 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



Chua Carmen

Independent Non-Executive Director

Appointed on 13 May 2023

Malaysian | Female | 41

QUALIFICATIONS:

- Bachelor of Science in Economics with First Class Honours, London School of Economics and Political Science, United Kingdom

BOARD COMMITTEES MEMBERSHIP:

- Audit & Risk Management Committee
- Nomination & Remuneration Committee

WORKING EXPERIENCE:

- Carmen Chua is the CEO of ONE IFC Sdn Bhd, the developer of the St. Regis Hotel and Residences Kuala Lumpur; and the Managing Director of ONE KLCC Sdn Bhd, the developer of ONE KL condominium.
- She also sits on the Board of various companies within the CMY Capital Group and she is a Trustee of Amanah Warisan Negara, a National Public Trust founded by Khazanah Nasional Berhad with the objectives of undertaking projects involving the rejuvenation, rehabilitation and/or operations of selected public spaces together with heritage assets of national significance.
- Carmen was a member of the Blue Ocean Corporate Council (May 2017 to May 2018) whose initiatives include the MyApprenticeship programme, offering students the opportunity for hands-on training and employment post-graduation. She also served as a Trustee of Yayasan Hijau (November 2014 to August 2018) focusing on promoting, developing and improving education on energy efficiency, green technology applications and green lifestyle practices and a Director of the Kuala Lumpur Business Club from 2009 to 2012.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA:

Nil



Erin Sakinah Atan

Non-Independent Non-Executive Director

Appointed on 14 July 2023

Singaporean | Female | 51

QUALIFICATIONS:

- Bachelor of Arts, University of South Australia
- High Impact Leadership, Institute of Sustainability, Cambridge University
- MBA Essentials, London School of Economics
- Women's Leadership, INSEAD
- SMU-SID Executive Certificate in Directorship
- Accredited Board Director, Singapore Institute of Directors

BOARD COMMITTEES MEMBERSHIP:

- Nomination & Remuneration Committee

WORKING EXPERIENCE:

- Erin Sakinah Atan is the Regional Corporate Affairs Director of APAC. She is also a member of the APAC Regional Leadership Team and the HEINEKEN Global Corporate Affairs Management Team.
- Erin is an experienced Corporate Affairs professional with an extensive background in brand strategy, reputation and crisis management, public affairs, integrated communications and sustainability across different sectors, including aviation, automotive, conglomerates and financial services. She has led businesses and teams across multiple Asian and global markets.
- For the first part of her career, she worked for consultancies in the region, culminating with a leadership role as Vice President at LEWIS (previously Blackie McDonald) where she led a team of 85 across seven offices in Asia Pacific.
- She transitioned into in-house roles as Corporate Affairs Director for Asia at BMW Group. Then, in 2011, she joined Rolls-Royce plc as Corporate Affairs Director for Asia Pacific, Middle East and Turkey.
- After Rolls-Royce plc, she became Group Corporate Affairs Director for Jardine Matheson Limited, joining the Group Executive Management Team based in Hong Kong. In 2020, she took up the responsibility as Senior Director of Corporate Affairs of Prudential plc, responsible for the Asia and African regions, before joining HEINEKEN in 2021.

DIRECTORSHIP IN OTHER PUBLIC COMPANIES/ORGANISATIONS IN MALAYSIA:

Nil

Management Team's Profile



Martijn Rene van Keulen

Managing Director

Appointed on 1 July 2024

Dutch | Male | 49

QUALIFICATIONS:

- Bachelor in Business Administration, Hanze University Groningen
- HEINEKEN Leadership course (Forum Community)/Top 150 Global, Institute for Management Development Business School
- HEINEKEN International Management Course (HIMAC), INSEAD Business School
- HEINEKEN International Management Development Excellence Course (HIMDEC)

WORKING EXPERIENCE:

On 1 July 2024, he was appointed as the Managing Director of HEINEKEN Malaysia.

From July 2020 to June 2024, he served as the Managing Director of HEINEKEN Myanmar, where he led his team to drive an ambitious transformation agenda and successfully delivered strong performance despite extremely challenging times facing the Company.

From September 2018 to June 2020, he was the Managing Director of Grande Brasserie de Nouvelle-Caledonie, a producer and distributor of beers and non-alcoholic drinks in New Caledonia.

From September 2015 to August 2018, he served as the General Manager of HEINEKEN Kirin Japan, where the Company achieved major improvements in performance. He was able to build a strong team and developed a full Trade Marketing team for both the on and off trade whilst enhancing sales and marketing capabilities. He also led the local Rugby World Cup 2019 negotiations and developed a strategy to drive awareness of Heineken®'s partnership with rugby in Japan, driving sales during and after the tournament.

From November 2010 to August 2015, he was the Account Director for Modern Trade and Convenience at HEINEKEN Netherlands for five years.

He joined HEINEKEN International in 2000 and held various commercial positions before taking on the role as Global Account Manager for the HEINEKEN Global Duty Free and Travel Retail business where he spent four years.



Christiaan Johannes Folkerts

Finance Director

Appointed on 15 June 2021

Dutch | Male | 43

QUALIFICATIONS:

- Bachelor and Master of Science in International Business (Financial Management), Tilburg University, Netherlands
- HEINEKEN International Management Course (HIMAC), INSEAD Business School

WORKING EXPERIENCE:

Prior to his appointment at HEINEKEN Malaysia, he was the Chief Financial Officer/Head of Finance, Procurement and Digital and Technology for AB HEINEKEN Philippines (ABHP) since January 2020, where he navigated ABHP through continuous COVID-19 lockdowns. Under these difficult circumstances, he successfully shaped a new future for HEINEKEN in the Philippines and managed the transition of the Philippines business from a joint venture structure with Asia Brewery to a new partnership.

From 2017 to 2020, he served as Finance Manager for Europe Export & Global Duty-Free (EE&GDF) for three years. Under his leadership, the Finance team significantly improved business partnering capabilities, professionalised the revenue management approach in EE&GDF and strengthened the control environment, leading to a considerable business impact.

Since joining HEINEKEN in 2007 as the Finance Management Trainee, he held several roles in Business Control and Project Management positions in VRUMONA, HEINEKEN Netherlands and HEINEKEN Brazil.

Management Team's Profile



Jimmy Ding Su Hong

Sales Director

Appointed on 1 July 2023

Malaysian | Male | 50

QUALIFICATIONS:

- Bachelor's Degree in Business Administration (Major in Marketing), Universiti Utara Malaysia

WORKING EXPERIENCE:

In March 2020, he joined HEINEKEN Malaysia as National Sales Manager, where he was responsible for Field Force Management, Route to Consumer and Distributor Management across both Malaysian Duty Paid and Duty Not Paid markets. He was later promoted to Sales Director in July 2023.

His notable achievements include reframing of Sponsorship Contracts, transforming Route-to-Consumer to improve market fundamentals and effective resource allocation. He also led the Sales Team in delivering the Company's premiumisation agenda to provide the business a better mix for long-term growth.

With 27 years of experience in Sales and Marketing across multinational corporations in Insurance (AIA), Tobacco (BAT) and Beverages (Red Bull), he held several senior positions for the past 18 years. He is experienced in both Brand and Trade Marketing particularly in delivering Field Force transformation, Winning Route to Consumer solutions, Distributor Reorganisation, Shopper Marketing, Trade Terms and Pricing.

From 2009 to 2013, he managed the Sales Charter for the merger between BAT Indonesia with Bentoel International Investama PT Tbk before returning to BAT Malaysia.

Since 2019, he has been a member of the Board of Governors for British American Tobacco Malaysia Foundation.



Willemijn Sneeep

Marketing Director

Appointed on 1 November 2022

Dutch | Female | 44

QUALIFICATIONS:

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

WORKING EXPERIENCE:

Prior to joining HEINEKEN Malaysia, she was the Country Manager at Heineken® Australia since August 2020. Before that, she served as the 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.

She has a strong track record of working across the Heineken® brand and other portfolio brands, driving brand and commercial performance and working through-the-line.

Earlier in her career, she was responsible for Marketing and Brand Activation at Danone Switzerland before developing her Marketing career at C1000 Retail in the Netherlands. She also has five years of agency experience in Amsterdam.

Management Team's Profile



Lukasz Kakol

Digital & Technology Director

Appointed on 1 January 2024

Polish | Male | 44

QUALIFICATIONS:

- Master's in Business Administration, University of Amsterdam, Netherlands
- Master's in Management and Economic Consulting, Jagiellonian University, Poland
- Master's in Political Science, University of Gdansk, Poland

WORKING EXPERIENCE:

Before joining HEINEKEN Malaysia, he was the Digital & Technology Director and Digital, Technology and Shared Services Integration Lead at HEINEKEN South Africa from March 2022 to December 2023, where he was responsible for the successful integration between HEINEKEN South Africa, Distell and Namibia Breweries.

From 2021 to 2022, he served as Markets and Technology Manager for Africa and the Middle East, overseeing Technology in the region and full Digital and Technology agenda in six markets (Egypt, Algeria, Tunisia, Sierra Leone, Mozambique and UAE).

Between 2012 and 2021, he was the IT Manager for HEINEKEN Global Shared Services, Global Cloud and Hosting Manager and Global Product Owner for Software Development Lifecycle Management.

Prior to joining HEINEKEN, he was the IT Service Delivery Manager at UBS Investment Bank, building and running organisation of ~170 software developers and support engineers. He was also a Software Developer at Motorola, where he built software for public safety systems.



Renuka Indrarajah

Corporate Affairs & Legal Director

Appointed on 1 February 2002

Malaysian | Female | 57

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:

With over 20 years at HEINEKEN Malaysia, she established the Corporate Affairs and Legal department as Head of Legal Affairs. Since 2007, she has led strategic government engagement, enhanced the Company's reputation and shaped a robust ESG framework. Under her leadership, HEINEKEN Malaysia became the first company to balance its water usage impact, earning multiple ESG awards and recognised as one of the Top 20 companies in Malaysia at the 2023 PWC Trust Awards. She organised Food & Beverage and Taxation Forums, and during the pandemic, proposed an industry-funded vaccination programme which was adopted by the Government. As a Trustee of SPARK Foundation since 2013, she led initiatives to strengthen community resilience and create a positive environmental impact, including the National River Forum.

Since June 2007, she has been a Governing Council Member of the Confederation of Malaysian Brewers Berhad (CMBB), leading high-level government engagements. At the Malaysian International Chamber of Commerce & Industry (MICCI), she has been a General Committee Member since 2019 and became Vice President in 2021. She contributed to the nation's i-ESG framework and served on the Prime Minister's Hibiscus Award Committee. She is also an EXCO member of the National Chamber of Commerce & Industry of Malaysia (NCCIM), leading the ESG committee on food security and served on the 2022 National Economic Forum committee.

She started her career as a solicitor in Australia, then worked as an Advocate and Solicitor at Skrine, before moving on as Regional Legal Counsel at Sema Group and later as Vice President, Legal at Schlumberger Sema.

Management Team's Profile



Niko Van Cauwenberge

Supply Chain Director

Appointed on 1 August 2023

Belgian | Male | 49

QUALIFICATIONS:

- Master's Degree in Biochemistry (Specialising in Brewing), University of Ghent

WORKING EXPERIENCE:

Prior to his appointment at HEINEKEN Malaysia, he was the Supply Chain Director at HEINEKEN Mozambique since February 2019, where he built the new supply chain organisation within the newly founded OpCo and greenfield production facility. He successfully guided HEINEKEN Mozambique through its first years of local operation, navigating the COVID-19 restrictions and building a strong local team.

Before moving to Mozambique, he was Supply Chain Director of HEINEKEN Jamaica – Red Stripe, laying the foundation for the HEINEKEN way of working in the newly acquired business and incorporating the formerly outsourced production of Red Stripe from the USA back to the Jamaican brewery.

Prior to Jamaica, he was Supply Chain Manager of HEINEKEN St Lucia – Windward & Leeward Brewery where he set the local operation up for growth and successfully integrated the acquired local soft drink plant.

In 2008, he joined HEINEKEN as a Brewing Specialist working on investment projects (green and brownfield) in various parts of the world before taking on the role of Team Leader for the Brewing Specialists department.



Victoria Ang Su Lim

People Director

Appointed on 26 April 2021

Malaysian | Female | 48

QUALIFICATIONS:

- Executive Education in Strategic Human Resources, National University Singapore
- Talent Management Professional, ILM
- Certified Global Wellbeing @ Work Profiling and Assessor

WORKING EXPERIENCE:

Since joining HEINEKEN Malaysia in April 2021, she has partnered with the Management Team to establish leadership capabilities, fostering our winning culture. She has led culture change initiatives to drive trust and confidence of employees within the organisation, resulting in an improved climate engagement survey score above Global High Performance Norms. She also led Malaysia to become a front runner in Asia Pacific digitalisation efforts for the People Function, transforming its manual and fragmented ways of working into a reliable interconnected workplace.

With over 24 years of HR experience, she previously spent 12 years with BASF (Malaysia) Sdn. Bhd., where she last served as Vice Director, Human Resources, Malaysia – Singapore, and 12 years with Levi Strauss (Malaysia) Sdn. Bhd., holding roles as HR Manager and Acting Retail Manager. Her expertise spans mergers and acquisition, culture transformation, leadership development, systems implementation and deployment, change management, talent management for workforce planning and development of capabilities for future workforce requirements. She has also worked with local stakeholders as well as in collaborative projects either regionally or globally.