

For Immediate Release

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HEINEKEN Cares: Celebrating Five Years of Supporting Communities in Need

In the past five years, the HEINEKEN Cares Programme transitioned from short-term food aid to enhancing food security and water access for vulnerable communities nationwide

PETALING JAYA, 4 June 2025 – HEINEKEN Malaysia has officially concluded its fifth year of the HEINEKEN Cares programme, reaffirming its commitment to building more resilient communities. Through strategic partnerships, the programme has continued to support vulnerable groups across Malaysia with access to clean water, improved food security, and sustainable livelihood opportunities. Guided by its Brew a Better World sustainability strategy, HEINEKEN Malaysia has channelled over RM1.9 million into initiatives that not only address immediate needs but also build the foundation for long-term social and environmental impact.

Launched in 2021 to provide food aid during the pandemic, HEINEKEN Cares has since evolved into a platform that champions community development and empowerment. Today, it focuses on building long-term resilience, from improving clean water access to remote villages, to building small farms that feed families, and equipping communities with tools to build a sustainable livelihood through sustainable aquaponics and vermicomposting. These efforts highlight the programme's drive to create real, lasting change for communities in need.

Renuka Indrarajah, Corporate Affairs & Legal Director, HEINEKEN Malaysia, commented, "At HEINEKEN Malaysia, we believe that access to food and water is a basic human right. HEINEKEN Cares began as a response to immediate needs, but it soon became clear that lasting change required more. We have since shifted our focus to making long-term impact by empowering local changemakers and building strong partnerships. We're proud of how collective action has uplifted lives and strengthened communities, staying true to our purpose of Brewing the Joy of True Togetherness."

The most recent HEINEKEN Cares collaboration brought together Hopes Malaysia, PWD Smart FarmAbility, Soroptimist International Region of Malaysia (SIROM), and MyKasih Foundation to address essential community needs. This impactful initiative was made possible through a

partnership with Sokong, a digital fundraising platform that supports NGOs, enabling HEINEKEN Cares to extend its reach. In 2024 alone, the programme allocated RM220,000 in support of critical projects nationwide.

Bringing clean water access to rural Sabah through Hopes Malaysia

With its longstanding partnership with HEINEKEN Cares, Hopes Malaysia is expanding access to clean water in rural Sabah for the third consecutive year. After successful projects in Kampung Pinolobuh in 2023 and Kampung Kiau Taburi in 2024, the NGO is now focusing on Kampung Naragai Tuguson, where 41 families will benefit from upgraded gravity-fed water systems.

Aaron Bosuang, Public Executive of Hopes Malaysia, said, “Hopes Malaysia worked with the rural community of Kampung Kiau Taburi to reconstruct their damaged gravity water system’s storage, sustainably improving clean water access for 1,050 villagers. Thank you so much to HEINEKEN Cares for your tremendous belief and support in our humble team’s impactful work for the third year running, and Sokong for supporting and funding our sustainable initiative!”

Enhancing food security through local farming with PWD Smart FarmAbility

In Klang Valley, PWD Smart FarmAbility is empowering marginalised groups—including welfare homes, old folks’ homes, orphanages, and youths in need —through aquaponics-based satellite farms. These innovative systems teach communities to sustainably cultivate vegetables and rear fish, boosting food security through self-sufficiency.

Dr. Billy Tang, Project Manager for PWD Smart FarmAbility, commented, “One of our most impactful initiatives was deploying the Soil-U-tion Aquaponics Satellite Farm Proprietary System to underserved communities. These systems enable marginalised groups to sustainably grow vegetables and farm tilapia using regenerative practices. We are deeply grateful to all who contributed—you are making a real difference in building resilience and sustainability.”

Introducing sustainable farming for the Orang Asli in Bentong with SIROM

In Kg Sg. Lebak, Bentong, SIROM has been training the Orang Asli community in sustainable aquaponics and vermicomposting, enhancing access to nutritious food while creating income opportunities. Harvests in May and August 2024 generated RM37,000 in sales, and the next phase will benefit 100 families (392 villagers) through training and expansion.

Joanne Yeoh, Project Manager for SIROM, said, “This project aims to empower the Orang Asli community in Kg Sg. Lebak at Bentong, Pahang. We would like to thank HEINEKEN Cares and

Sokong for their support and funding. We hope such collaboration between organisers and the public will showcase how a caring society could come together as one to help the Orang Asli community to break away from the vicious circle of poverty.”

Combating hunger for B40 families with the MyKasih Foundation

Continuing its cashless food aid programme, MyKasih Foundation supports 120 families in Desa Mentari, who each receive RM100 credited to their MyKad to buy essential food items at over 600 retail outlets. This method gives families the dignity and flexibility to meet their daily needs.

Asha C Devi, Programme Manager for MyKasih Foundation, shared, “MyKasih not only aims to improve nutrition through its food aid programme but also strives to transform families through skills training and education to break the poverty cycle and give them hope for a better future. We are grateful that HEINEKEN Malaysia is committed and aligned with our vision to improve the quality of life for the underserved communities.”

Brew a Better World

As HEINEKEN Cares closes another impactful chapter, HEINEKEN Malaysia remains committed to supporting underserved communities through long-term partnerships that deliver sustainable results. Further information on HEINEKEN Malaysia’s initiatives can be found at HEINEKEN Malaysia’s official website <https://www.heinekenmalaysia.com/> or SPARK Foundation’s official website: sparkfoundation.com.my.

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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 World-acclaimed iconic Asian beer **Tiger Beer**
- The World's No. 1 stout **Guinness**
- The premium wheat beer born in the Alps **Edelweiss**
- And many more. Visit www.heinekenmalaysia.com for a full overview of our portfolio

HEINEKEN Malaysia is committed to advocating responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate responsibility initiatives are carried out by its corporate responsibility 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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