

heFor Immediate Release

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HEINEKEN Malaysia's Purpose-Driven Partnerships Deliver Award-Winning Sustainability Impact

Six awards across environmental sustainability and social sustainability pillars reflect collaborative impact with NGOs, suppliers, and communities.

PETALING JAYA, 28 July 2025 – Heineken Malaysia Berhad (HEINEKEN Malaysia) has once again raised the bar for corporate sustainability, taking home six prestigious accolades at The Star ESG Positive Impact Awards 2024 and the Sustainability & CSR Malaysia Awards 2025. These awards reinforce the strength of its partnerships in driving meaningful environmental and social impact.

At The Star ESG Positive Impact Awards 2024, the brewer earned four accolades: the coveted title of Most Outstanding ESG Initiative in the Large Companies category for its Water Management and Efficiency programme, Gold in Renewable Energy, Gold in Water Management and Efficiency, and Silver in Waste Management. HEINEKEN Malaysia also received two recognitions at the Sustainability & CSR Malaysia Awards 2025.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia, commented, "This year marks meaningful progress as we demonstrate the impact of long-term, purpose-driven initiatives. As we remain focused on our Brew a Better World (BaBW) 2030 ambitions, these awards reflect the progress made and the milestones we have achieved. Through our BaBW strategy, we strive to create value beyond our business for the benefit of people and the planet."

Renuka Indrarajah, Corporate Affairs and Legal Director of HEINEKEN Malaysia, added, "Our BaBW sustainability strategy is anchored in three pillars: environmental sustainability, social sustainability and responsible consumption. Progress of these pillars is driven by purposeful partnerships with NGOs, suppliers, and communities. Through collaborations with like-minded partners, we've driven meaningful impact, especially in water within our operations and beyond our brewery walls. We hope to inspire other corporates to capitalise on strategic partnerships in their ESG journey."

HEINEKEN Malaysia continues to deliver measurable impact through its BaBW strategy:

1. Environmental Sustainability: Driving Decarbonisation and Circularity

HEINEKEN Malaysia's environmental sustainability journey is anchored in measurable impact and a long-term vision. Key 2024 milestones include:

- **Integrating renewable energy** – HEINEKEN Malaysia reduced its Scope 1 and 2 emissions

in production by 36%, compared to its 2022 baseline. Since 2022, its brewery has utilised 100% renewable electricity via the Tenaga Nasional Berhad's Green Electricity Tariff programme. In 2024, the brewer installed 3,500 solar panels on its roof.

- **Working towards healthy watersheds** – HEINEKEN Malaysia improved its water efficiency by 29% since 2014. Beyond its operations, the brewer has partnered with the Global Environment Centre since 2007 to invest in river rehabilitation, reforestation, and rainwater harvesting for communities. In 2024, these efforts enabled the company to replenish 209% of the water used in its products at the watersheds.
- **Driving circularity through waste management and sustainable packaging** – HEINEKEN Malaysia has maintained zero waste to landfill since 2017 through recycling and upcycling its production waste. In 2024, it eliminated 108 tonnes of plastic by switching to paper-based secondary packaging for its locally manufactured products.

2. Social Sustainability: Empowering Communities and Building Resilience

HEINEKEN Malaysia supports underserved communities and strengthens social resilience through partnerships with:

- **Sin Chew Daily** – Through a long-standing collaboration with Tiger Beer, the 'Tiger Sin Chew Chinese Education Charity Concert' has raised over RM427 million for Chinese education since 1994, including RM19 million in 2024 alone.
- **Sokong by Malaysiakini** – Launched in 2021, HEINEKEN Cares has shifted from short-term food aid to building long-term community resilience. In 2024, the programme supported six impactful community projects nationwide, including initiatives by Hopes Malaysia, PWD Smart Farmability, SIROM, and MyKasih Foundation.

3. Responsible Consumption: Advocating Moderation

HEINEKEN Malaysia champions responsible consumption and works with partners to reduce harmful drinking behaviours:

- **Partnership with Grab** – To encourage moderation, over 5,000 e-hailing promo codes were distributed at brand and corporate events. A festive campaign in late 2024 provided over RM140,000 worth of Grab promo codes to consumers.
- **Heineken® Media Spend** – Annually, more than 10% of the Heineken® media budget is allocated to support campaigns such as "When You Drive, Never Drink" and "Player 0.0".

On a global level, HEINEKEN N.V., the parent company of HEINEKEN Malaysia, continues to lead by example as it is ranked among the top 500 of TIME Magazine's World's Most Sustainable Companies 2025, further affirming the strength and impact of its ESG strategy worldwide.

To learn more about how HEINEKEN Malaysia is brewing a better world, visit www.heinekenmalaysia.com or explore our latest progress in our 2024 Annual Report [here](#).

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 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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