

Our Impact from Barley to Bar

Sustainability is integral to the way we operate at HEINEKEN Malaysia, shaping decisions across our entire value chain. Our core ingredients, though sourced from regions beyond Malaysia, are procured with stringent standards. This ethos extends to how we brew, package, distribute and market our products, as well as how we support our employees, customers, consumers and communities. Guided by our Brew a Better World (BaBW) 2030 sustainability strategy, we align our efforts with the United Nations Sustainable Development Goals (UNSDGs), ensuring sustainability remains a central pillar of our balanced and future-ready growth strategy. These collective efforts enable us to create moments of true togetherness that inspire a better world.

Brew a Better World 2030 supports the following UNSDGs:

Moderation and no harmful use	Path to an inclusive, fair, and equitable world	Path to zero impact on the environment



	Agriculture	Packaging	Brewing	Employees	Distribution	Customers	Consumers	Communities
HEINEKEN sources key ingredients like barley and hops from farmers, working closely with suppliers to improve crop yields and quality. All suppliers are required to comply with the HEINEKEN Supplier Code, which sets standards for ethical conduct, human rights and environmental stewardship.	Our beers and cider are primarily packaged in bottles, cans and kegs. We design our packaging to stand out while reducing its environmental footprint through material innovation and improved recyclability. We work closely with suppliers to scale efficient packaging solutions to minimise waste and increase the returnability of our glass bottles. In 2024, we transitioned from single-use plastic to paper-based secondary packaging for our locally manufactured products, further reducing plastic use within our operations.	We apply Total Productive Maintenance at our Sungei Way Brewery in Petaling Jaya to streamline performance reporting, enhance equipment reliability and reinforce safety across our operations. On the environmental management front, we have achieved zero waste to landfill since 2017 by recycling and upcycling 100% of our production waste, and improved water efficiency by 36% since 2014. We continue strengthening water stewardship by supporting the restoration and resilience of local watersheds.	We employ over 500 full-time professionals and uphold a strong focus on developing our people. We encourage our team to be One Step Ahead and boldly pioneer new ideas, guided by our purpose to Brew the Joy of True Togetherness to Inspire a Better World, and our values: Passion for consumers & customers, Courage to dream & pioneer, Care for people & planet, and Enjoyment of life.	We continuously optimise efficiency across our distribution network nationwide, strengthening reliability, agility and service excellence. Safety remains our utmost priority; we actively engage our distributors and logistics partners to uphold the highest road safety standards, foster a strong safety culture and ensure that every journey is completed responsibly and safely.	Thousands of businesses — from retailers and wholesalers to bars and restaurants — rely on our portfolio to drive revenue and create moments of connection. Through our eB2B platform, Eazle, we equip sales teams with data-driven insights and help customers optimise inventory. Our Star Academy Programme elevate product knowledge and service excellence, having trained more than 11,000 bartenders nationwide, reinforcing responsible serving standards and raising service professionalism across the industry.	Millions of consumers enjoy our beers and ciders nationwide. We market exclusively to non-Muslim consumers aged 21 and above, upholding high standards of responsible consumption. This approach is further reinforced through dedicating 10% of Heineken® media spend annually and partnering with e-hailing service provider to discourage drinking and driving. Our portfolio also includes Heineken® 0.0, providing consumers with a non-alcoholic malt beverage option.	We advance progress hand-in-hand with our communities through our HEINEKEN Cares programme and Tiger Sin Chew Chinese Education Charity Concert initiatives. These efforts strengthen local livelihoods, enhance community resilience and address pressing needs, from clean water access to food security. SPARK Foundation, HEINEKEN Malaysia's corporate responsibility arm, drives long-term impact through environmental conservation, sustainable development and targeted community upliftment. Together, these programmes create shared value, building a sustainable future where both people and planet thrive.	