

GUINNESS ANCHOR BERHAD

(Company No. 5350 x) Incorporated in Malaysia

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Laporan Tahunan 2002 Annual Report

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Sungei Way Brewery

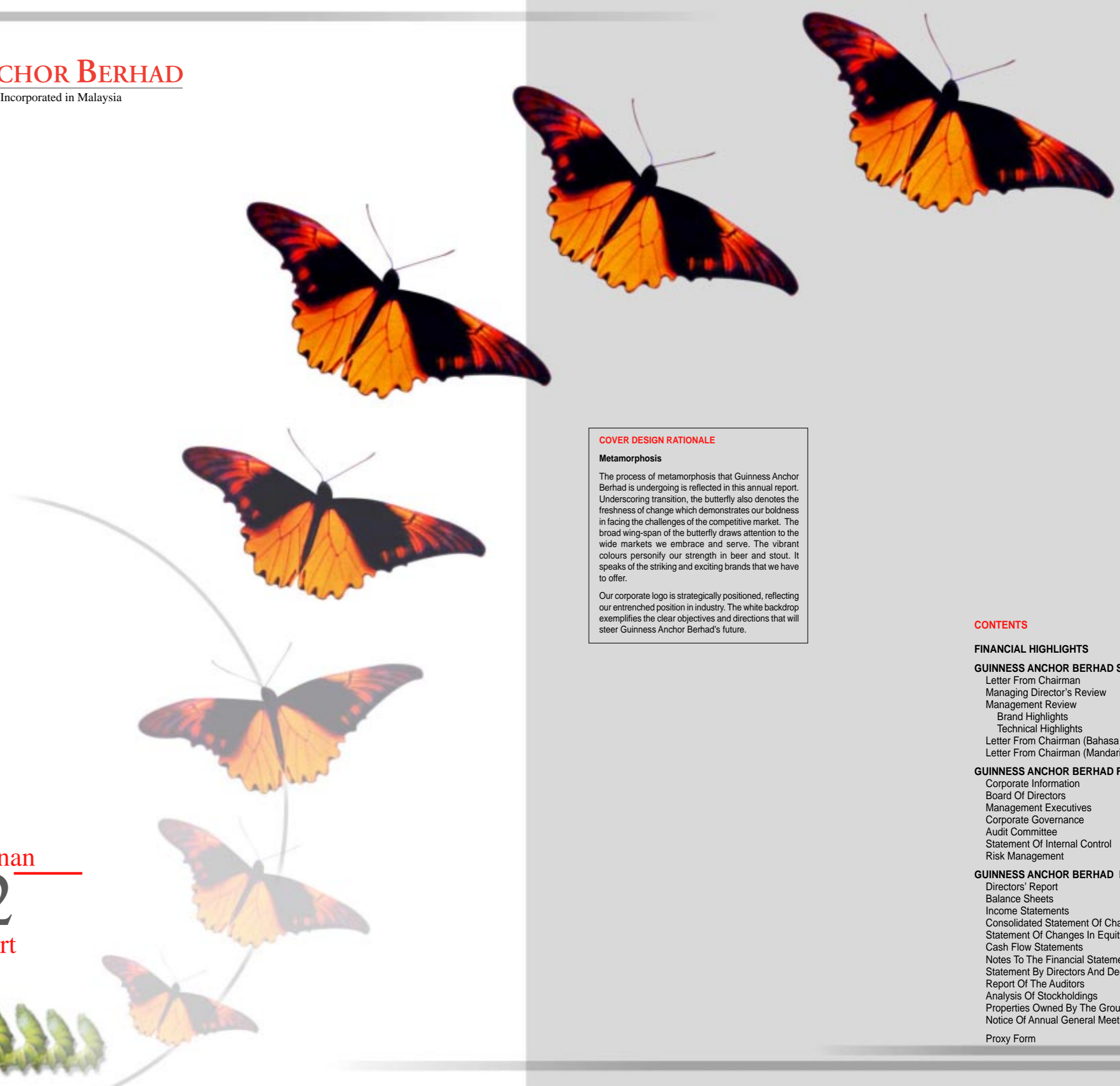
P O Box 144

46710 Petaling Jaya

Selangor Darul Ehsan

Malaysia

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COVER DESIGN RATIONALE

Metamorphosis

The process of metamorphosis that Guinness Anchor Berhad is undergoing is reflected in this annual report. Underscoring transition, the butterfly also denotes the freshness of change which demonstrates our boldness in facing the challenges of the competitive market. The broad wing-span of the butterfly draws attention to the wide markets we embrace and serve. The vibrant colours personify our strength in beer and stout. It speaks of the striking and exciting brands that we have to offer.

Our corporate logo is strategically positioned, reflecting our entrenched position in industry. The white backdrop exemplifies the clear objectives and directions that will steer Guinness Anchor Berhad's future.

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Our Brand Of Success

At Guinness Anchor Berhad, we have always considered our brands as more than just a drink – they are an experience of their own. No matter who you are, where you come from, and what you believe in, we have a brand that you can relate to... a brand fitting for the right drinking moment.

That is the strength of the range of our brands and that is the brand of our success.



Baron's Strong Brew
Strong and full body of flavour. It is a winner for a man that stands strong. A premium high alcoholic beer with 8.8% alcohol by volume, it is a knock-out. Baron's full-bodied taste pays tribute to its German brewing tradition and heritage... Made using the choicest European ingredients, Baron's is the winner of the BIIA Champion (Strong brew) 1998/99 and France's SIAL D'OR (Food & Beverage) 1998.



Lion Stout
Always popular. Lion is uncompromising in its full-flavour and drinking experience. With its affordable price, Lion gives value-for-money to its targeted drinkers.



Anglia Shandy
Light taste and golden fizzy. This is Real Shandy. Its refreshing blend of lemonade and beer makes it a favourite for the fun and bubbly. Anglia's great, cool, refreshing taste keeps one pouring.



Kilkenny
Creamier, smooth taste. Kilkenny is the "Cream of Beer". With a creamier head and in a shade of amber, Kilkenny is appreciated for its smoother taste. This premium draught beer with an Irish heritage is now available on tap in selected pubs as well as in cans.



Malta
Rich and malty goodness. Malta is the leading choice malt-based energy drink and a non-alcoholic drink enriched with vitamin B complex. It is the best daily energy malt drink that challenges today's hectic lifestyle. It is fuel for the drinker who takes pride in accomplishments that satisfy the soul.