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“ *Our Pride* ”

Our portfolio of brands is our pride. Our constant quest for quality and excellence distinguishes our brands and our Company.



# Brand Portfolio

## Our Brands, Our Pride

At Guinness Anchor Berhad, our portfolio of brands is our pride. It is this diverse portfolio comprising brands for all occasions that has been instrumental in driving success for us. Our constant quest for quality and excellence distinguishes our brands and provides the quality drinking experiences.



### Guinness

Robust, distinctive taste and goodness, this is the world's most popular stout that inspires one to draw on one's inner strength. The black goodness with the creamy head is the drink for those with self-belief, determined to live out their dreams and conquer challenges. With the proposition "Someone's Going To Do It, Why Not You?" Guinness motivates the need to believe in oneself to succeed.

### Tiger

Renowned for its cool and golden smoothness, Tiger is the fine international quality beer sought after by the modern, confident, young and progressive generation. Winner of the World Beer Cup, it is undoubtedly appreciated the world over by those who have a thirst for life and know how to live life to the fullest.

### Heineken

Green hues and red star, this is the unmistakable trademark of Heineken, the undisputed world's No1 international premium beer. Brewed with the finest natural ingredients and combined with the special Heineken "A-yeast", Heineken is the natural choice of the discerning drinker. Clearly, it is in a class of its own.

### Anchor Smooth

70 years old in Malaysia and still an all-time favourite. It is the same quality local brew but the new refreshing and smoother taste that makes it an appealing beer that is a good accompaniment with local mouth-watering dishes. It is also a smooth and easy-to-drink beer to have while catching up with buddies.

### Anchor Ice

The coolest of its kind, this double ice brew is the leader of its kind. Unique and refreshing for the young and trendy, Anchor Ice comes with a hip transparent bottle and trendy screw cap.

## Brand Portfolio



### Baron's Strong Brew

Made using the best European ingredients and well-recognised for its distinctive strong and full-bodied flavour, this outstanding German brew is a premium high alcoholic beer with 8.8% alcohol by volume.

### Kilkenny

The premium draught beer crowned "Cream of Beer" is Ireland's prized heritage. A creamier head in a shade of amber, Kilkenny has always been appreciated for its smoother taste.

### Lion Stout

Value-for-money is what Lion Stout has always been popular for. With its full flavour and uncompromising taste, it provides an affordable, drinking experience.

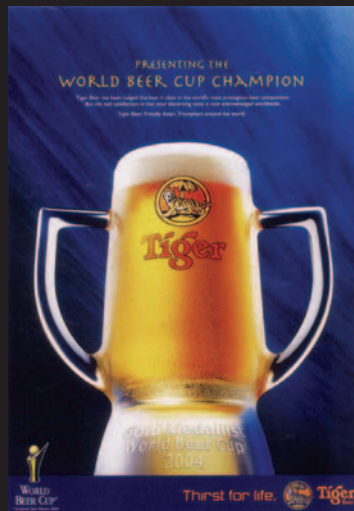
### Malta

Malta is the drink to stay energetic. This non-alcoholic malt-based energy drink is enriched with vitamin B complex. It is the one and only energy drink to replenish and stay on top of today's hectic lifestyle.

### Anglia Shandy

It is fizzy, golden and lemony. Anglia Shandy, the ideal blend of lemonade and beer, suits the fun and bubbly with its cool and refreshing taste.

# Hallmark of Success



## World-Class Tiger

Tiger Beer won the Gold Medal in the European-style Pilsener category at the “World Beer Cup 2004”, the world’s largest beer competition. Tiger is the first Asian Brand to win this coveted award.

Tiger Beer’s cinema commercial won the Gold medal for Best Production Design at the eighth Malaysian Video Awards 2003; Silver for Best Cinematography; and Bronze for Best Costume Design and Best Editing.

Tiger together with Anchor also received the Gold Award in the Reader’s Digest Superbrands Survey 2003 conducted in six key Asian markets – Hong Kong, Malaysia, Philippines, Singapore, Taiwan and Thailand. The brands were measured based on quality, value, trustworthiness, strong image and their understanding of consumer needs.

## Heineken

Despite aggressive challengers, the brewer is the brand of choice

It’s not the beer most people buy — nor would it want to be — but it’s clear that Heineken is the brand that Asia’s beer-drinking movers and shakers want to buy. Heineken ranks 35th in the Top 1000 list. Its success comes despite increasing competition from within the region — where local brands rule the mass market — and from other foreign brands looking for some

Rank	Brand	%
1	Heineken	22.02%
2	Carlsberg	14.02%
3	San Miguel	10.96%
4	Tyngsin	11.97%
5	Singha	10.47%
6	Tiger	10.04%
7	Budweiser Bud	9.75%
8	Chang	4.60%
9	Suntory	4.01%
10	Wang	3.98%
11	Yan Jing	2.89%
12	Blue Bird	2.83%
13	Anchor	2.44%
14	Pilsener Beer Ribbon	2.22%
15	Guinness	2.15%
16	Kofu	1.98%
17	Leo	1.52%
18	Zhujiang Beer	0.96%
19	Coscor	0.87%
20	Red Horse	0.77%

Source: Statista

With better music?

Heineken...staying ahead with a strategy of aligning itself with music

of Heineken’s “share of throat”. To stay on top of its games, it isn’t enough to just make good ads, given the tight restrictions on alcohol ads in Asia. To give the brand greater appeal with its young, upscale target, Heineken has aligned itself with music, and is creating exclusive music events — a strategy that clearly resonates with its target.

## Top-Ranking Heineken

Heineken has been ranked thirty-fifth in Asia’s Top 1,000 Brands. The July 2004 issue of Media gave this top ranking and labelled it as the brand of choice of most Asian beer drinkers. It attributed its success to the winning formula of appealing to young adults via music and exclusive events.

At the Brand Equity Magazine Award, Heineken received the Bronze award under the Beer category in the RM751 million to RM1,000 million value segment. This inaugural performance-based award recognises firms that have managed and built brand share in their respective consumer markets.



## Innovative and Excellent Guinness

Guinness won four out of the nine awards at Diageo Asia Venture’s Guinness Asia Venture Meeting – Consumer Immersion Excellence, Innovation Excellence, Passionate People Bursting with Belief and Grow Guinness F’04 Top Award.

Guinness won the Gold Award in the Direct Marketing category at the 2004 Cannes Lions International Advertising Festival in France, which is touted as the Oscars of advertising. The award was for its innovative birthday pack, which was hand-delivered to Members in the Guinness Loyalty programme together with their copy of the bi-monthly Guinness Insider Newspaper.

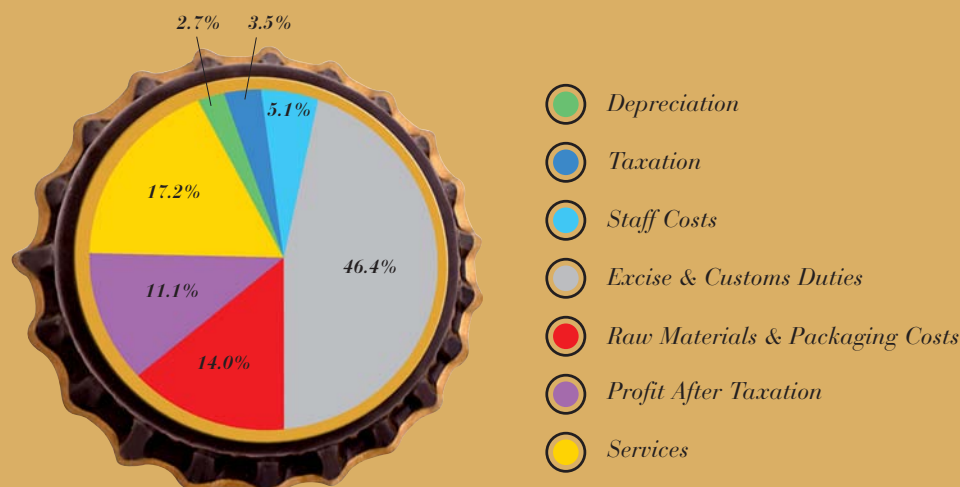
# Financial Highlights

	Year ended 30.6.2004 RM'000	Year ended 30.6.2003 RM'000	Year ended 30.6.2002 RM'000	Year ended 30.6.2001 RM'000	Year ended 30.6.2000 RM'000
<b>Revenue **</b>	886,208	796,595	788,060	777,198	682,441
<b>Profit before Taxation</b>	129,254	107,363	93,718	78,448	67,352
<b>Taxation</b>	30,835	29,357	21,317	19,767	6,399
<b>Profit after Taxation</b>	98,419	78,006	72,401	58,681	60,953
<b>Dividends</b>	91,837*	84,831*	82,655*	82,653*	54,377
<b>Net Dividend per 50 sen stock unit (sen)</b>	30.4*	28.1*	27.4*	27.4*	18.0
<b>Earnings per 50 sen stock unit (sen)</b>	32.6	25.8	24.0	19.4	20.2
<b>Reserves</b>	159,064	146,200	124,748	166,665	134,085
<b>Shareholders' funds</b>	310,113	297,249	275,797	317,714	285,134
<b>Net tangible assets per 50 sen stock unit (sen)</b>	103.0	98.4	91.3	105.2	94.4

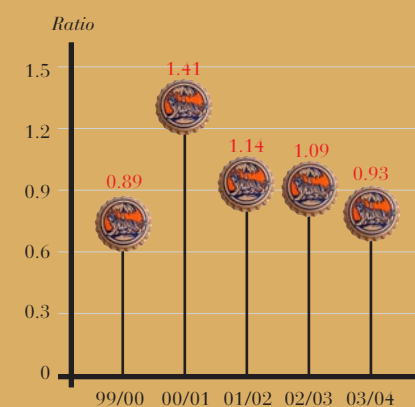
\* Includes special dividends

\*\* Revenue has been restated

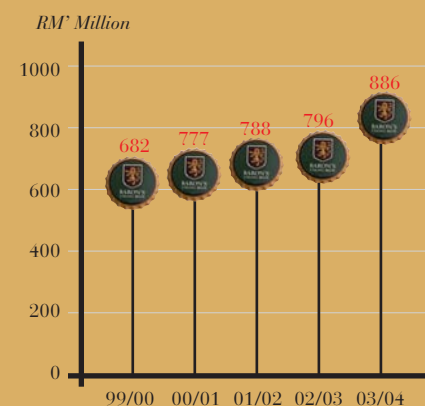
## Disposal of Revenue



## Net Dividend / Profit After Tax

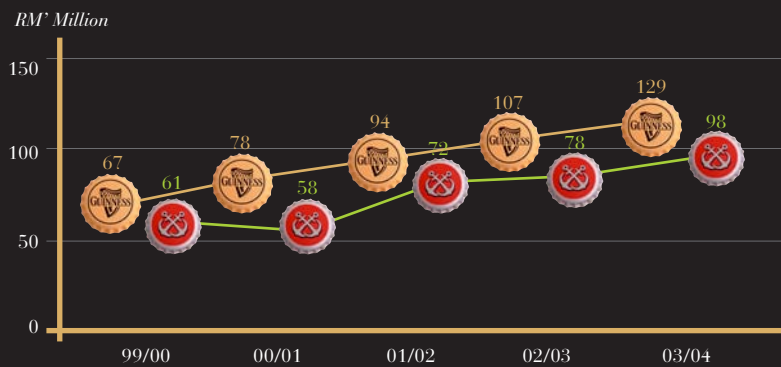


## Revenue

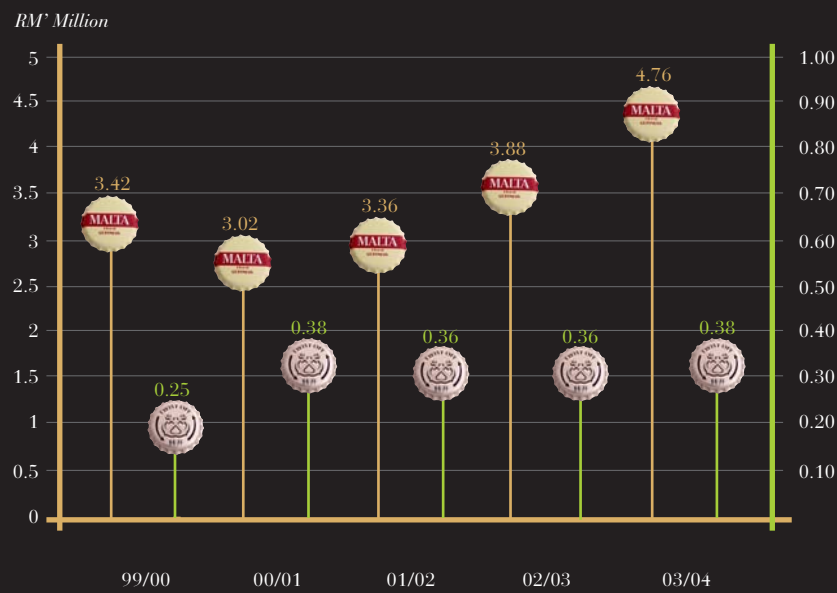


# Financial Highlights

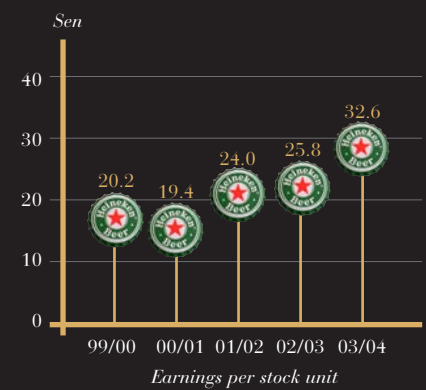
 *Profit Before Tax*       *Profit After Tax*



 *Share Price at last date of financial year*       *Gross Dividend*



 *Earnings Per Share*



## Our Vision and Values



• Guinness Anchor Berhad Annual Report 2004

## Our Vision

To be the undisputed market leader in the Malaysian beer and stout market, in terms of reputation, profitability, volume and share.

# Our Vision and Values

## Our Values

### **Our Consumers: Our Lifeline**

Our consumers are the lifeline of the business. They are our priority. Their loyalty is crucial for our sustainability. Our in-depth understanding of their needs ensures that we deliver what they value.

### **Our People and Partners: Our Pulse**

Our people are the pulse of our business. Our customer focus, commitment, integrity and teamwork are the engine that powers our growth.

### **Our Brands: Our Pride**

Our portfolio of brands is our pride. Our constant quest for quality and excellence distinguishes our brands and our Company.

GUINNESS ANCHOR BERHAD

**TOGETHER, WE BREW SUCCESS**