

Heineken Beer

Heineken is the world's No 1 international premium beer as well as the most widely available beer brand in the world. Today, Heineken is still brewed using original recipe developed in 1873. The unhurried, cold-maturation process which takes 7 weeks, is an indication of Heineken's uncompromising dedication to making a beer of consistently high quality.

In line with its international premium positioning, a new Heineken thematic campaign was launched in 1999. This campaign, "Celebrate with the Stars", helps to firmly position Heineken as the international premium brand for discerning drinkers in Malaysia.

Heineken is also one of the leading supporters of Jazz & Tennis internationally. Last year, Heineken Jazz presented 3 international jazz artistes to Malaysian public – Laura Fygi, Keiko Lee and Tommy Emmanuel. In tennis, Heineken supported the Australian Open, US Open, Davis Cup and Heineken Open Singapore & Shanghai through logo ads in the key English newspapers. Heineken is also an avid supporter of golf locally with the "Heineken Classic", which was played round the country in more than 50 clubs.



Heineken. The World's No. 1 International Premium Beer.

Anchor Pilsener Beer

Anchor Pilsener Beer has a distinctive smooth flavour, brewed to perfection from the world's finest malt, yeast and hops for that final crisp and refreshing pilsener character.

Anchor Pilsener Beer's refreshing and contemporary packaging appeals to today's consumers.

With a proud heritage since 1933, Anchor Pilsener commands a loyal following amongst Malaysian consumers.



Anchor Ice Beer

Anchor Ice Beer is the leader in the ice segment and appeals to young adult drinkers.

Available in most trendy nightspots, Anchor Ice represents the Right Here, Right Now attitude, the personality of young emergent drinkers.

Anchor Ice is double ice brewed by a special brewing process, developed by Guinness Anchor Berhad in Malaysia in collaboration with technical expertise from Holland and the United Kingdom. The beer is frozen once for XXtra smoothness, then frozen again to lock in the XXtra taste of choice ingredients.



Anchor ICE

Right Here, Right Now!

Anchor Special Beer

Brewed Longer . Strong . Smooth

Anchor Special Beer is a premium quality, 8.5% v/v high alcohol beer

Anchor Special Beer has developed a loyal following of high alcohol drinkers since its launch in 1997.

Top quality imported European ingredients are brewed at higher gravity to achieve a stronger yet surprisingly smooth taste.

Mature and experienced drinkers love to savour the taste of Anchor Special Beer.



Malta

Sustains You

Whether you are surfing the ocean or the world wide web, MALTA the all-natural malt drink is the perfect energy-sustaining drink to meet the demands of today's hectic lifestyle.

Rich in B Vitamins, the catalyst for energy conversion, MALTA sustains you by giving you extra energy to cope with the physical and mental demands of life in the fast lane - virtual or otherwise.



Anglia Shandy

The Real Shandy!

Anglia Shandy is Malaysia's No 1 original shandy.

It is the real shandy, renowned for its refreshing blend of lemonade and beer.

Anglia Shandy is the choice of drinkers seeking an exciting contemporary alternative to normal soft drinks during parties, festivities or outdoor occasions.

Served chilled, Anglia Shandy is a real thirst quencher at anytime of the day.



Five Years' Results

	Year ended 30.6.2000 RM'000	18 months period to 30.6.1999 RM'000	Year ended 31.12.1997 RM'000	Year ended 31.12.1996 RM'000	Year ended 31.12.1995 RM'000
Turnover	618,940	1,042,440	733,385	685,235	641,214
Profit before taxation	67,352	182,407	147,193	126,328	116,048
Taxation	6,399	40,594	41,338	34,097	32,617
Profit after taxation	60,953	141,813	105,855	92,231	83,431
Dividends	54,377	150,082*	60,299	54,982	135,340*
Net dividends per 50 sen stock unit (sen)	18.0	49.7*	20.0	18.2	44.8*
Earnings per 50 sen stock unit (sen)	20.2	46.9	35.0	30.5	27.6
Reserves	134,085	127,509	165,211	119,621	82,372
Shareholders' funds	285,134	278,558	316,260	270,670	233,421
Net tangible assets per 50 sen stock unit (sen)	94.4	92.2	104.7	89.6	77.3

* Includes special dividend