

# Management Review

## Brand Highlights



One of our successful Black Parties



Exhilarating performances are a norm at Guinness parties

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### Our Brands, Our Strength

At GAB, our brands are the core strength of the Company. It is the diverse portfolio of our brands that caters to the ever-changing business environment and evolving needs of our varied customers. To meet these changes and needs, our experienced and skilled sales and marketing teams have gone to great lengths to develop various programmes to further enhance our brands and reach out to all our consumers.

#### Black Experience - Passion for Black

The Guinness Black Party Series, which is in its second year, is all about the Guinness experience via impromptu acts, extraordinary entertainment with a mix of good ambient décor coupled with great music. This is an avenue for like-minded people with the love for the brand to get together. Black Parties have spread their wings from Klang Valley to other key urban centers - Penang, Ipoh, Melaka, Johor Bahru & Kuantan with Black Nites, bringing them the vibes of the great Black Parties. Black Parties have taken Black Circle, Black Repowered and Black Union, to like-minded partygoers.

#### A Masterclass Above

Guinness Masterclass was held as an exclusive event for all loyal Guinness drinkers to come together to enjoy an evening of Guinness drinks and dinner and learn more about the brand's history, heritage and experience. Held at The Tavern, the theme of the event was based on the Grand Assembly of the Ancient Martial World where heroes from all clans gathered for a grand soiree. The Masterclass event, which proved to be a runaway success, was held to honour and recognise Guinness drinkers' loyalty, bring the brand closer to them and make them feel a part of the brand.

#### Prosperous Host

The Guinness Prosperous Host promotion brought a wish of prosperity to consumers' homes during the Chinese New Year by giving consumers a chance to win 4D Lucky Pick tickets when they consume Guinness. This national contest was designed to enhance our consumers' Guinness experience while getting rewarded. Chinese New Year is a time for people to celebrate with their friends and family and what better way to do it than with Guinness.

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#### The Bond that Binds

The Guinness Bonding sessions, which started in 2003, bring together Guinness drinkers for a fun and enjoyable night at their neighbourhood coffee shops and restaurants. They provide entertainment, glitz and excitement with a variety of games offering instant prizes to reward consumers. To-date the sessions have encompassed more than 3,000 events in Peninsular Malaysia.

#### The Torch Glows

The flame of the torch continues to glow with the launch of the 9th Torch Fund 2004/2005. The fund, which was set up in 1996, aims to provide financial assistance to deserving families of bright but needy students from Chinese independent schools. The fund not only allows these students an equal opportunity at education but also serves as our way of thanking the Chinese community who has staunchly supported Guinness through the years.

#### Silver Ad Awards

Guinness did us proud at the Asia Pacific Advertising Fest (AdFest) by bagging two silver awards at the event that was held in Pattaya. We won the Flat Mail Silver Award for Guinness Lion Dance, Chinese New Year communication pack, and Dimensional Mail Silver Award for Guinness Missing Bottle, birthday communication pack. AdFest is a celebration of creativity for creative individuals in Asia to gain exposure for their work.

#### Silver Media Award

Guinness bagged another silver award at the Malaysian Media Awards 2005 for "best use of ambient media" through its Why Not You - Breaking the Boundaries media campaign. This campaign was brought to life through the media as it involved the creation of a new ambient media platform, utilising unused space at cinemas, in a distinctive and unprecedented manner. The campaign had the "wow" effect because it was the first of its kind in the country.

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Sharing a Guinness moment, celebrating life!



Launch of the Guinness Bonding and Torch Fund

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Guinness "Believe" campaign breaks new boundaries



Tiger Sin Chew Chinese Education Charity Concerts honour artistes at The Tavern

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### Charity Begins at Home

Tiger Sin Chew Chinese Education Charity Concerts, our annual initiative to raise funds for Chinese schools, is the ultimate manifestation of Tiger's philosophy to give back to the community. In 2004/05, 16 charity concerts, featuring top notch Malaysian and foreign artistes, raised a total of RM12.6 million for 16 Chinese schools throughout the country. Since 1994, more than RM140 million has been raised, benefiting 327 schools across Malaysia.

### Tiger FC - Football with a Difference

With the aim of uniting all football fans throughout the country based on the common love for the game, Tiger FC was launched with a big bang with more than 80 events throughout the country in conjunction with the start of the new English Premier League (EPL) season in mid-August last year.

Since the launch of Tiger FC, more than 400 Tiger FC Away Games (football viewing parties at Tiger selling outlets) have been organised. Besides, Tiger FC Home Game, a truly unique concept

whereby Tiger brings the wholesome viewing experience to the homes of our Tiger FC members, was also introduced during the season. To date, close to 10,000 football fans have joined Tiger FC as members, giving us an opportunity to engage, thrill and bond with them over time. As a testament to the strength of our unique and differentiated property, Tiger FC was given the "Best of the Best" Award 2005 by the Direct Marketing Association of Malaysia.

### Tiger Cup Kicks Off

The Tiger Cup 2004, the biggest football competition in South East Asia, was co-hosted by Malaysia for the first time, making it possible for many Malaysian football fans to experience the football passion live as matches were hosted at Bukit Jalil Stadium. The tournament ended with Singapore crowned as the Tiger Cup champions and Malaysia finishing third. The Tiger Cup action was not only limited to the football stadium. Various consumer promotions were also conducted to ensure that The Tiger Cup excitement was felt nationwide.

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#### All Powered Up

2004/05 marked another successful year for Tiger PowerHitz. The renowned artistes presented possessed the image and attitude that resonated well with the Tiger brand. Among those presented were Nicholas Tse Live in Genting Concert, Andy Hui & William So Live in Genting Concert, PowerStation "Power Up" Promo Tour and Leehom "Shangri-la" Promo Tour. Each of these events delivered an exciting, unique and memorable music experience to our target consumers. Besides, Tiger PowerHitz also presented the inaugural Trans-Regional Music Festival 2004 held in KL, a unique platform for unsigned/independent musicians from across Asia to showcase their musical talent and introduce to the masses different genres of music in an exciting "live" environment.

#### The Beat Goes On

Heineken takes on a new groove with the sponsorship of MTV Urban Beats, a new weekly programme targeted at young consumers' thirst for what's hip and hot in dance music. Celebrating music is an integral part of young adults' lifestyles

and Heineken reaches out to these consumers through cutting edge music. With MTV Urban Beats, viewers can party on with the hottest dance music in clubs and get fashion tips as well as tickets to the coolest parties in town.

#### Thirst & Green Room Sessions Sizzle

The region's biggest DJ competition descended on Kuala Lumpur's Zouk Club at the end of November 2004 where six of the best DJs in Asia met to "fight" it out for the best DJ in Asia title. The club's once bare exterior was transformed into one of a carnival mood to deliver a unique clubbing experience to party-goers. DJ Search, that seeks to uncover new talents, was eventually won by the Thai duo, Mix Up Crew. More recently, Heineken had the rare honour of bringing in DJs Roger Sanchez and Steve Lawler to headline the Thirst 2005 event at the Sepang F1 Circuit. Separately, the acclaimed Japanese DJ and producer DJ Krush played a wicked set at Velvet Underground's packed crowd in the Green Room Session.

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Tiger FC Home Games are a big hit with EPL fans



Leehom's participation in Tiger PowerHitz was a roaring success

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Heineken was the official beer for the Rainforest World Music Festival in Sarawak



Heineken was proud to sponsor the 2005 KL Fashion Week

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#### The Bourne Supremacy, Be Cool

Heineken took The Bourne Identity up a notch when it tied-up with The Bourne Supremacy in early October 2004 to bring in this action-packed movie to Malaysians. The combination of this thrilling movie with Heineken offered consumers a unique and never-to-be-forgotten experience as they were treated to The Bourne Supremacy themed parties featuring Bourne-unique fighting skills, fashion programmes, special appearances by local celebrities and lucky draws. In March 2005, Heineken globally tied up with the new Be Cool movie starring John Travolta. Consumer promotions with Cool items were given away in pubs while, on the website, consumers were invited to participate in the Be Cool contest whereby they stood to win a trip to LA and live the life of Cool.

#### Window of Holland

Heineken was part of the Window of Holland 2005 organised by the Malaysia Dutch Business Council and the Royal Netherlands Embassy at the Mid Valley Exhibition Centre. Held once every two years, the fair attracted many Dutch companies to parade their products and services. Heineken has supported this successful event since it first started in 2000. This year, Heineken organised a beer garden in the center of the exhibition center to give Malaysians the opportunity to enjoy the Heineken experience.

#### KL Fashion Week Gets Sophisticated

Once again Heineken was proud to be the official sponsor for this year's KL Fashion Week. Themed 'Sophistication', the corporate cocktail night was held at the Shangri-La Hotel in KL. It was an eclectic showcase of creative design and, in line with our Heineken brand, the event was filled with excitement and creativity.

#### Rainforest Music Festival

For seven years, GAB has been a staunch supporter of the Rainforest World Music Festival that was started by the Sarawak Tourism Board in 1998 with the aim of preserving and promoting ethnic music. The festival is a celebration of exotic world music from the rainforest of Borneo and all corners of the world. For the last two years Heineken was the official beer of the festival and this is in line with its strategy to position itself as an international beer closely associated with international music events.

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## Technical Highlights

### Striving for Optimum Production and Operations

It has been an eventful year at GAB as the brewery advances with new technology and strives for greater operational efficiency.

Committed to uninterrupted upgrading and expansion, GAB had during the year drawn up a masterplan to outline the brewery's production capacity. This masterplan will be used to evaluate and determine both the maximum capacity and the optimum product mix, carefully considering production capabilities as well as market conditions. This will enable the brewery to operate at the highest possible efficiency level.

We have automated our fermentation and bright beer tankrooms and started the project to install a fully automated filtration plant. Once completed, GAB can boast a completely automated brewing department.

We have also installed three new fermentation and storage tanks with a gross content capacity of 4,090 hectolitres. These will be used for high quality fermentation and storage of lager products. This expansion was deemed necessary due to our impressive volume growth, especially in Tiger Beer.

In due course two new bright beer tanks will be installed to replace our existing three smaller tanks. This move will boost our bright beer storage capacity by 3,000 hectolitres and is necessary to overcome any bottleneck in the production line, allowing the brewery to run to its maximum capacity.

Last but not least, the Shandy preparation plant will also be upgraded and fully automated in the coming months.

### Enhanced Security

With the new card access security system up and running, tighter control can now be maintained for all entry and exits to and from GAB premises. This smart card system not only enhances security and safeguards the brewery but also gives our staff and visitors a greater sense of security while they are at the brewery. The high-tech system enables the security personnel to track the movements of staff and visitors and locate them at the click of a mouse in the event of any evacuation.

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Product quality is a priority at GAB

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Testing our product for original gravity, alcohol and extract



Taking a sample from the bottling line for a quality check

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### Emphasising Food Safety and Quality

With a fully automated brew house, food safety, integrity and product quality continue to remain a priority of the management team. It has been three years since GAB made its mark as the first brewery in the country to receive the Ministry of Health's Hazard Analysis Critical Control Point (HACCP) and ISO 9001:2000 certifications in 2002. These two internationally recognised standards were successfully renewed in 2003 and 2004.

In May this year, GAB applied for a reassessment that was compulsory to retain the ISO 9001:2000 certification after three years. The brewery underwent a full external audit and, unlike the annual renewal process, was subject to surprise audits by SIRIM during the year.

Kudos to GAB for having successfully passed the reassessment and retained our ISO 9001:2000 with a clean record! In addition, the brewery also received renewal of the HACCP certification for the fourth year running. Both certifications are tangible attestations to GAB's commitment to maintain and continually improve the integrity, safety and quality of our products.

### Total Productive Management

Our brewery strives to continually improve its operational performance. During the year, GAB took the initiative to implement the Total Productive Management (TPM) programme with full support from Heineken.

TPM is more than a systematic practice. It is an approach to change the mindset of our organisation towards a zero loss culture. People view losses as normal occurrences, but under TPM, every loss in time or productivity is a hidden treasure and should be recovered for a better yield.

The nine-month TPM pilot phase began in June 2004. During this period, teams were formed from all levels of staff - from the shop floor through to senior management. The teams were coached by regional Heineken TPM consultants.

In a brewery audit carried out to measure and assess the successful implementation of TPM - GAB's pilot teams ranked highly among 15 other South East Asian breweries. TPM is now in its expansion phase and has gone beyond the technical division. It is our vision that TPM will be adopted as a culture throughout GAB.