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Message from the Managing Director

Corporate responsibility has become an integral component of GAB's operations and is a key focus area. Looking ahead, we will continue to implement responsible corporate practices that create sustainable value for our stakeholders.

Welcome to GAB's Corporate Responsibility Report 2009 which serves to articulate our corporate responsibility policies and practices and tries to show how deeply entrenched they are within our business operations. As you read this Report, we are confident you will gain some insights into how GAB is making good progress in balancing its strong bottom-line performance with strong environmental and social performance.

As we set our sights on realising our Vision of becoming an icon in business, we are committed to practising exemplary corporate conduct that creates sustainable value for our stakeholders and establishes enduring ties with them. I am pleased to report that as a result of our continuous efforts to create responsible and sustainable growth, GAB continued to make progress in the areas of Stakeholder Engagement, the Community, Workplace, Marketplace, and Environment in financial year 2009 (FY09).

Our various Stakeholder Engagement efforts saw us improve on trade partner engagement by initiating the inaugural GAB Distributor and Trade Engagement programmes and officially launching the GAB Academy, our dedicated trade partner engagement programme.



In the marketplace, we continued to implement sound and ethical business practices that are helping lay a strong foundation for us as we aspire to become a world class company. Through our latest Responsible Drinking initiative, GAB is taking the lead in advocating responsible drinking behaviour among our employees, trade partners, consumers and various other stakeholders.

On the community-front, we are making good headway in our efforts to enrich the communities we operate in. Our environmental, education and community initiatives under the umbrella of the GAB Foundation have gathered momentum and are making a positive difference to many.

Our workplace initiatives saw us substantially increase our investment in training and development activities as well as providing our employees nationwide with the opportunity to develop their full potential. Through measures like our Flexi-Time system as well as the sound occupational safety and health measures we have set in place, we are continuing to afford our people a better work-life balance while keeping them safe and healthy.

GAB is also continuing to make good progress in the way of environmental sustainability through undertaking environmental conservation initiatives and good recycling practices, all of which are delivering real cost savings and reducing the impact of our operations on the environment.

As a testament to our commitment to continuously improving every aspect of our business, including responsible and sustainable corporate responsibility activities, GAB was awarded Diageo's Asia Pacific Market of the Year Award. We were also a recipient of Asia Pacific's most prestigious awards for entrepreneurs – the Asia Responsible Entrepreneurship Awards (AREA) in the Community Engagement category. For our commitment to establishing workplace best practices, we received AREA's Investment in People Award. Moreover, in recognition of our commitment to corporate transparency, sustainability and responsible reporting, last year's Corporate Responsibility Report was shortlisted for the ACCA MaSRA Awards.

All these awards go to show that corporate responsibility has become an integral component of GAB's operations and is a key focus area. Looking ahead, we will continue to implement responsible corporate practices that create sustainable value for our stakeholders.

To enhance the credibility of our Corporate Responsibility Report, we engaged the services of a third-party to verify its contents. This is the first year we have done this and moving forward, we will be looking to further improve the quality of our Report and to have a more complete verification process in place.

I trust you will find the 2009 edition of GAB's Corporate Responsibility Report an enjoyable read.

Thank you.

A handwritten signature in black ink that reads "Cheryl".

Charles Henry Ireland
Managing Director