

# Our Commitment to Creating Economic Value

As we move towards being an icon in business, we are mindful that we have a responsibility not only for our own sustainable growth, but the overall malt liquor market (MLM) and the Malaysian economy. Year after year, we work hard to ensure our business activities impact positively upon a multitude of stakeholders that include the MLM, the tourism sector and the domestic economy. From the creation of job opportunities and revenue generation directly related to GAB, and indirectly connected to the MLM and related industries to the excise duty we pay to the Government, we are focused on generating positive economic growth all around.

This is how we are creating economic value for our various stakeholders:

## ECONOMIC VALUE CREATION ACTIVITIES

### Government Duty and Taxes

We pay around \*RM730 million in total taxes annually to the Government.

\* This comprises excise duties, import duties, sales taxes and corporate taxes.

### Employment Opportunities

GAB directly employs around #1,300 people. 60,000 to 70,000 jobs are created indirectly within the MLM by the industry as a whole.

# This figure includes full-time and contract employees.

### Tourism Revenue Generation

GAB's support of music tourism and sports tourism in Malaysia through its many activities and events. These GAB-led and sponsored activities also provide a revenue stream to the many ancillary services involved.

#### Music Tourism Activities organised or sponsored by GAB:

GAB-led/sponsored activity	Number of Attendees	Ancillary Services Involved								
		Communication & PR agencies	Event Organiser	Printers for below-the-line collateral	Stage & total event crew	Local musicians	F&B	Hotel Accommodation	Local media coverage	International media coverage
Rainforest World Music Festival 2008	> 15,000	•	•	•	•	•	•	•	•	•
Penang International Jazz Festival 2008	> 3,000	•	•	•	•	•	•	•	•	•
St. Patrick's Day Celebration 2009	> 7,000	•	•	•	•	•	•	•	•	•
Heineken Green Room Sessions 2008	> 1,220	•	•	•	•	•	•	•	•	•

#### Sports Tourism Activities organised or sponsored by GAB:

GAB-led/sponsored activity	Number of Attendees	Ancillary Services Involved								
		Communication & PR agencies	Event Organiser	Printers for below-the-line collateral	Stage & total event crew	Local musicians	F&B	Hotel Accommodation	Local media coverage	International media coverage
Tiger Beer broadcast sponsorship of the ESPN Star Sports Barclay's Premier League and Tiger FC parties	> 40,000	•	•	•	•	•	•	•	•	•
Guinness 9 Ball Tour 2008	> 1,500	•	•	•	•	•	•	•	•	•
Guinness Jonah Jones Rugby Sevens 2008	> 1,000	•	•	•	•	•	•	•	•	•

Estimated total spend on organising and sponsoring the above music and sports tourism activities in 2008/2009: RM21 million