

## Our Commitment to Stakeholder Engagement

### PROACTIVE STAKEHOLDER ENGAGEMENT

Recognising that our diverse groups of stakeholders are interested in different aspects of our business, GAB remains committed to listening, responding and engaging with each of these groups. Through proactive and open, honest and targeted dialogue with our various stakeholders over different platforms, we are successfully building goodwill and rapport as well as receiving constructive feedback from them.

#### Shareholder, Analyst and Media Engagement

Our shareholder, analyst and media engagement efforts see us providing this group with regular updates on the Company and our performance, as well as gathering their feedback on how GAB can be a better company. We also disseminate financial and non-financial information relating to our operations in a timely and consistent manner through various mediums such as press releases, regular briefings and via our website at [www.gab.com.my](http://www.gab.com.my). The Investors Centre section on our website offers interested parties a wealth of timely information pertaining to GAB's financial highlights, dividend payments history and almost real-time share prices, among other essential details. We hold analyst and media briefings every half-yearly, while one-on-one briefings are held on an ad-hoc basis upon request.

At every Annual General Meeting (AGM), the Board presents a report on the performance of the Company and holds a question and answer (Q&A) session that provides shareholders the opportunity to seek clarification and share their thoughts and opinions with the Board. A press conference hosted by the Chairman, Managing Director (MD) and Finance Director (FD) is also held immediately after each AGM to respond to media queries.

GAB continues to make headway in our efforts to keep shareholders abreast of company developments and performance. Shareholder feedback from a survey conducted at our 43rd AGM indicated that our shareholders see the Company as providing good returns on investment and as being socially responsible. The results of this survey (which are available on our corporate website), also showed that our shareholders are pleased with our Annual Report and our AGM. On our part, GAB will endeavour to further improve our communications as part of our efforts to deliver satisfaction to investors.

#### Trade Partner Initiatives

##### ANNUAL CUSTOMER SATISFACTION SURVEY

To better gauge the needs of our trade partners, GAB's Sales and Marketing teams have developed an Annual Customer Satisfaction Survey. This survey seeks concrete customer feedback to help us design marketing and sales programmes that are relevant and complementary to our customers' businesses. This feedback is going a long way in helping make us a better business partner and extending our market reach.



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## OUR COMMITMENT TO STAKEHOLDER ENGAGEMENT



Feedback from the inaugural Distributor Engagement Programme:

“We would like to maintain open channels with our distributors and will organise regular workshops or roundtable discussions for this purpose”

Charles Ireland, Managing Director, GAB

“We face many issues in this business, so it is good to be able to discuss them with GAB. This is important for our mutual growth”

Datuk Tee Seng, Managing Director, Joo Seng Sein Kee Sdn Bhd–GAB distributor for over 25 years.

“We can see that GAB really wants to engage with us. We appreciate their effort to answer our questions. This increases our confidence in the company”

Loke See Kee, Managing Director, Kum Wah Sdn Bhd–GAB distributor for over 40 years.

### DISTRIBUTOR ENGAGEMENT

Among the many trade partner engagement activities carried out in the year under review, GAB’s Distributor Engagement Programme was one that certainly helped build goodwill and strengthen ties with our distributors. This inaugural programme involved three Distributor Engagement sessions in Penang, Kuala Lumpur and Johore Bahru with some 63 participants or close to 95% of GAB’s distributors (including our East Malaysian distributors) in attendance.

At these sessions, we updated distributors on the Company’s progress and distributor developments, presented the results of our Annual Customer Satisfaction Survey, shared details of the GAB Foundation and our CR initiatives, as well as held frank and enthusiastic discussions on how all parties could further improve our ways of working together. This opportunity to exchange views and better understand each other has greatly strengthened our mutual regard for one another and the sense of partnership between GAB and our distributors. Our distributors also provided feedback that they found the sessions well organised and indicated what elements they would like to see going forward.

### GAB Distributor Engagement Exercise (DEE) held on 27 - 29 April 2009

RESULTS FROM FEEDBACK FORMS	EXCELLENT %	GOOD %	AVERAGE %	POOR %
<b>1. How was the organisation of the DEE:-</b>				
a) <b>Traders Hotel, Penang</b>	30	70	–	–
b) Registration	40	60	–	–
c) Audio-visual	50	50	–	–
<b>a) Grand Paragon Hotel, JB</b>				
b) Registration	–	80	20	–
c) Audio-visual	10	90	–	–
<b>a) Palace of the Golden Horses, KL</b>				
b) Registration	10	90	–	–
c) Audio-visual	20	80	–	–
<b>2. What did you think of the presentations:</b>				
a) GAB Business Review	10	90	–	–
b) Customer Satisfaction Survey Results	10	80	10	–
c) GAB Foundation & CR Update	15	75	10	–
d) Dealer Development Update	15	75	10	–

**RETAIL TRADE ENGAGEMENT**

To strengthen ties with our retail trade partners, GAB conducted three Retail Trade Engagement sessions over the month of September 2009 in the cities of Penang, Johore Bahru and Kuala Lumpur. A total of 165 participants representing 93 outlets from all over Malaysia attended these sessions. The programme saw GAB officially launch GAB Academy – a new dedicated trade engagement programme, as well as updating trade partners on our business progress. We also held interactive sessions to discuss emerging food and beverage (F&B) trends in Asia as well as developments pertaining to new media. All in all, the success of our engagement efforts translated into the retail trade’s clear preference for GAB in the market downturn which did much to drive our business growth.

**THE GAB ACADEMY**

September 2009 saw the official launch of the GAB Academy, an initiative that has taken our trade engagement efforts up several notches. Prior to the launch, we had run a series of pilot programmes, beginning October 2008, to gather feedback and ideas as well as fine tune our efforts. Over time, these programmes evolved and the end result is the GAB Academy. Today, the Academy serves as a dedicated trade engagement programme that is designed to provide our key F&B partners with creative business solutions as well as product and customer training.

One of the Academy’s initial efforts – the HERO (Hotel, Entertainment & Restaurant Operators) programme, involves a series of product knowledge and skill training workshops for frontline bar and restaurant staff. Run by Australia’s leading hospitality consultants, the HERO initiative has to-date trained a total of 864 participants across Malaysia.

Feedback from GAB’s Retail Trade Engagement Programme:

**“The presenters are really knowledgeable, and the knowledge is really good for business owners like us. It provides new platforms and opens up new opportunities for our business to grow. They’re going back to the fundamentals, and I love that.”**

Ng Khye Ping  
Soi Eleven



**Trade Engagement & GAB Academy Launch in Penang, JB & KL held on 10, 11, 15 September 2009**

	RESULTS FROM FEEDBACK FORMS				
	EXCELLENT	GOOD	AVERAGE	POOR	
	%	%	%	%	
<b>1</b>	<b>How was the organisation of the event?</b>				
a)	Venue	58	41	1	–
b)	Registration	37	50	5	–
c)	Audio-visual	48	37	6	–
<b>2</b>	<b>What did you think of the presentations?</b>				
a)	1st Presentation	47	52	1	–
b)	2nd Presentation	50	48	1	–
c)	3rd Presentation	51	40	3	1
d)	4th Presentation	57	31	2	–
e)	5th Presentation (only in KL)	53	44	–	–
		<b>YES</b>	<b>NO</b>		
<b>3</b>	<b>Did you find the presentations beneficial?</b>	99	0		
<b>4</b>	<b>Were there sufficient opportunities for you to participate in the discussion?</b>	74	5		

## OUR COMMITMENT TO STAKEHOLDER ENGAGEMENT

As part of GAB's plan to promote responsible drinking, we have incorporated a Responsible Drinking and Serving module in the HERO curriculum. This module equips bar staff with knowledge of the alcohol content of various drinks, inculcates responsible bartending skills and provides tips on how to deal with difficult customers.

The fundamental philosophy behind the Academy is aligned with GAB's business strategy and vision of investing in people, including our business partners. By offering our key trade partners hospitality training workshops that help their outlet staff deliver exceptional customer service experiences to their patrons, we are helping them develop and grow their businesses, and in turn our own.

Going forward, we are confident that continued investment in our trade partners through initiatives like the GAB Academy will pay long-term dividends and help us maintain our position as the market leader in the MLM. The GAB Academy's latest effort, the VIP (Very Important Partners) Trade Programme, has been developed exclusively for business partners with the main purpose of building and retaining a long term and sustainable relationship through value-added offerings such as the generation of actionable business ideas.

### Engaging Regulatory Authorities

As the malt liquor market's (MLM) clear market leader, we take it upon ourselves to proactively engage with the Government and other stakeholders on a regular basis to present our views of the industry and forge

better working relationships with these groups. Through our close collaboration, we have been able to share our perspectives on the MLM and extend cooperation where needed.

The duty-paid MLM continues to be subject to sales and excise duty taxes with Malaysia having the second highest taxes on beer in the world. With high beer and stout prices adversely affecting consumption levels and stifling market growth, GAB is leading the way in engaging relevant government agencies to highlight the issues faced by the MLM.

Our efforts to-date include engaging and holding regular dialogues with the Ministry of Finance and the Customs Department on issues pertaining to excise duty and high levels of smuggling. We have also engaged the Ministry of Information and Culture on obtaining approvals for events and presented materials to the Ministry of Tourism showing how GAB supports music and sports tourism in Malaysia. We engaged a third party to undertake a survey on what tourists on holiday want and we shared these findings and our recommendations with the same Ministry.

GAB representatives also hold quarterly meetings with the Customs Department to share mutually beneficial information, and we are actively working with the Ministry of Domestic Trade, Cooperative and Consumerism as well as Customs to combat illicit activities. We have also initiated a meeting with the Road Safety Department and are continuing to engage with the Ministry of International Trade and Industry on issues affecting the industry.

According to feedback gathered from seven outlets, 100% believed the GAB HERO initiative benefited their outlets, while 71% saw an improvement in their staff as a result of the training.