

Corporate Social Responsibility



Theo de Rond, Managing Director (far left), officiates the launch with Datuk Seri Ong Ka Ting (middle) and Sin Chew CEO, Gan Chin Kiew



Tiger raises funds for Chinese schools

corporate social responsibility

GAB's way of doing business has evolved tremendously over the years and so too has the environment in which we operate. In our business today we have an important social responsibility, regulated by laws and influenced by public opinion. Our business has to think about where the law is going and how the society is evolving as our everyday business activities directly affect the lives of thousands of people as consumers, employees, investors, business partners, neighbours and other interested parties.

In broad terms, this is known as Corporate Social Responsibility (CSR), which includes providing suitable working conditions, applying appropriate health and safety procedures, and going about our business in a socially and an environmentally responsible way. For GAB, CSR means addressing the needs and expectations of our Stakeholders in managing our resources to ensure that our Company prospers responsibly for the sustainability of our environment. This is the trend going forward as we move closer towards self-regulation.

We recognise CSR as a commitment by our business to contribute towards sustainable economic development, working with employees, the local community and society at large. GAB is committed to CSR and we have embarked on this mission by primarily focussing on three areas:

- * Investing in our Community
- * Investing in our Environment
- * Investing in our People

Investing in Our Community

GAB's community comprises our employees, consumers, customers, business partners, investors and their families. Our profitability and sustainability depends on the support of these communities and it is only right that we lend support to those who have supported us over the years.

Our CSR to the community encompasses philanthropy and environmental conservation and this includes, responsible business behaviour in sales, marketing and distribution of our products. We have a responsibility in monitoring this progress and reporting it regularly, publicly and transparently to our stakeholders. Over the past financial year, we have mooted some very noble initiatives towards such community efforts.

Most of us were moved by the news of the tsunami that was triggered by a powerful earthquake that rocked and devastated many coastal areas in Indonesia, Thailand, India, Sri Lanka, Somalia and Malaysia. Hoping to make a difference in the lives of survivors, GAB donated RM200,000 to The Star Fund in January 2005 to help provide aid for the tsunami victims.

Our employees went a step further by organising a fund-raising charity dinner at The Tavern in February where we raised more than RM75,000 that was donated to the United Nations Children's Fund (UNICEF). On top of that Diageo Foundation agreed to match Ringgit for Ringgit the amount collected by our employees' fund-raising efforts.

corporate social responsibility

Tiger Sin Chew Chinese Education Charity Concerts continued to organise another round of concerts to raise funds for Chinese schools throughout the country. Since its inception, it has successfully raised RM142 million for the benefit of 320 schools. The funds raised from these concerts were used to improve educational facilities, build multi-purpose assembly halls and contribute towards needy students.

The Guinness Torch Fund, which was set up in 1996, launched its ninth fund in 2004/2005 and raised RM130,000 during the year. The Torch Fund provides financial assistance to Chinese school students. Since its inception, the fund has raised more than RM6 million to help more than 1,000 bright and deserving students. We are pleased to continue this Torch Fund which has become a Guinness tradition and is a cause we strongly believe in and are proud to uphold.

Investing in Our People

GAB provides full-time employment directly to nearly 600 people and provides indirect employment to business partners, such as dealers, outlets and suppliers, which adds up to more than 20,000 people.

At, GAB, our people are our most valuable asset. We have a responsibility to all our people, direct or indirect, to continue to

invest in them through training while providing a safe and conducive work environment.

Developing our people increases competency and productivity while supporting them boosts self-esteem and work confidence, which is how we attract good people to work for us and for our consumers.

Supporting our community through our employees' time and making charitable contributions also bring many benefits such as:

- * Expressing an interest in the well-being of the community in which we operate because our employees and consumers are part of it.
- * Being recognised as a good corporate citizen helps us attract good people to work for and with us.
- * By participating in our CSR projects, employees gain in terms of exposure, experience and confidence which would further enhance their job performance.

We continue to place great importance on team building activities, sporting events and training as we feel it is important that our people are well-trained as well as physically and mentally fit to handle all organisational and operational matters with regard to our day-to-day business. One of our more recent sporting activities was when futsal stars from 10 teams got together for a futsal tournament organised by our GAB Sports Club.

corporate social responsibility



Teamwork is essential for our success



Investing in our people through training

corporate social responsibility



Celebrating Deepavali, the festival of lights, with our people



Anti-dengue mosquito fogging at the brewery compound

corporate social responsibility

In addition, training is an ongoing process at GAB and this ensures that our people are able and capable in all that they do, whether it's handling customers or distributors, sales and marketing, knowing the technical aspects of the business or even increasing safety, health and environmental awareness.

GAB continues to focus on safety, health and the environment at the work place and this is why we have in place a comprehensive and effective Safety, Health and Environment policy.

Safety

Our on-going security enhancement exercise which began in January 2001 is progressing well and nearing completion with numerous security measures employed, including raising the height of our perimeter fencing, upgrading of our 26 analog CCTVs to 34 digital CCTVs with fibre optics, installing a time recorder and security access card system.

The final phase of this exercise is to fence off the car park area and implementing a "Touch-and-Go" car park system where employees will use their access card to enter the car park. This will also segregate the car park from the brewery as an added safety precaution.

The number of accidents at GAB has reduced significantly from 36 in 1995 to zero in 2005 thanks to the efforts of every individual

here. Keeping the incidence of accidents low, if not zero, reduces the loss of working days and man-hours which is costly to the company's productivity. Our efforts towards greater automation has benefited the welfare of our employees as it has clearly helped reduce the number of accidents.

Health

The health of our employees is paramount to GAB. As a responsible company, we have carried out four rounds of anti-dengue mosquito fogging at our premises to ensure a healthy working environment.

In order to promote a healthy lifestyle at GAB, a three-month weight loss programme was held beginning in May 2005. Posters related to nutrition, diet, exercise and obesity were put up periodically on notice boards and a health talk by a renowned physician was organised for employees.

VIVA

17 September marked an important milestone for GAB as it was the day we launched our Vision and Values, nicknamed VIVA, and the birth of GAB's new spirit. The winning spirit. VIVA, which means "to live" in Latin, took a whole year to develop and refine before we arrived at our goal. Today, all our people live and breathe VIVA as it sets out the basic principles of GAB's corporate and marketing philosophy and outlines where we want to be.

corporate social responsibility

Investing in Our Environment

Responsible companies serve an economic purpose with processes that minimise the use of raw material, minimise harmful side-effects to people, and minimise environmental damage. Responsible behaviour should exist from the start of the value chain to its finish.

Energy and raw materials conservation measures not only benefit the environment but also result in higher cost-savings for our business. Treating our waste to minimise its harmful effect to the environment and its people, and the responsible handling of the world's depleting resources by reducing waste and recycling, are our responsibility.

Last year GAB disposed of almost 300 tonnes of rubbish (plastic wrappers, broken wood and others) and sold more than 10,000 tonnes of used cartons, broken bottles, damaged cans, paper and spent grain.

Recycling in the office is encouraged where used A4 paper is placed beside all photocopying machines within the office for use.

GAB also lives up to its role as a good corporate citizen by ensuring that wastewater or effluents are properly treated at the brewery. For this we have in place at the brewery a wastewater treatment plant. Plant expansion was completed in 2001 and this increased the wastewater capacity by 2.5 times.

This expansion also included the addition of an anaerobic treatment system which allows for the digestion of spent yeast, that previously had to be disposed by third party transporters. A by-product of the anaerobic treatment process is bio-gas which is used as alternative burning fuel for our boilers, thus reducing fuel oil consumption at our boilers.

We have successfully reduced water consumption, fuel consumption as well as production electricity consumption over the past few years. Water consumption has been reduced by 13 per cent since 2002 while fuel consumption and production electricity consumption dropped by 0.88% and 1.58% respectively from the previous year.

Specific Energy Consumption, which measures the total usage of heat energy and electricity, also reduced by 1.15% from the previous year. Meanwhile, biogas usage which comprises the usage of recyclable energy at zero cost, increased by 1.24% compared to the last financial year.

This further underscores the attention GAB pays to the environment in which we operate.

corporate social responsibility



The arrival of 16 new forklifts was a part of the uninterrupted upgrading and expansion



Leveraging on smart card technology for security enhancement