

Our Commitment to Enriching Communities

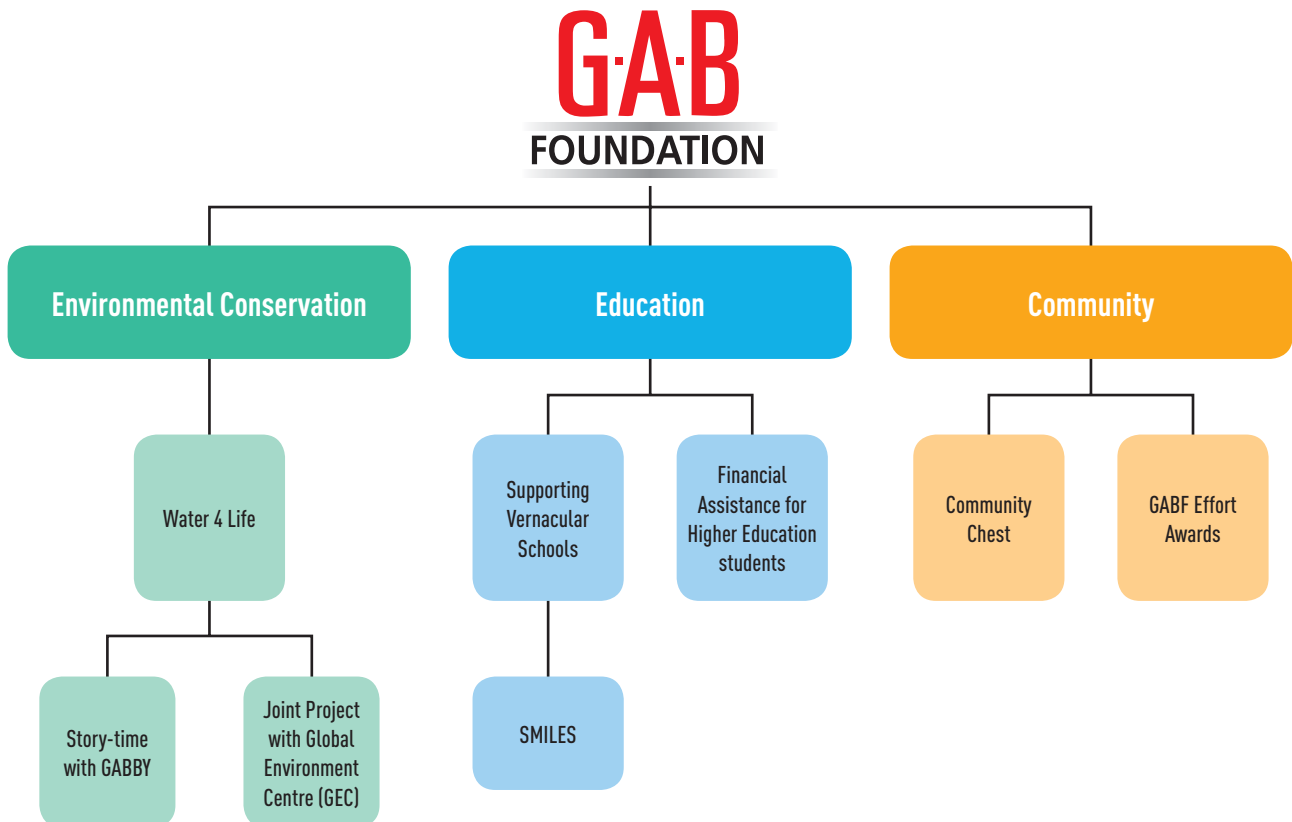
PARTNERING THE COMMUNITY

GAB is committed to enriching the communities we operate in and to building long-term partnerships with them. Our community programmes encompass three main areas namely charitable works, investments in education and environmental conservation. We monitor our progress in these areas carefully and report this regularly, publicly and transparently to our stakeholders. Over FY08, we continued to roll out several community-enriching programmes.

The GAB Foundation

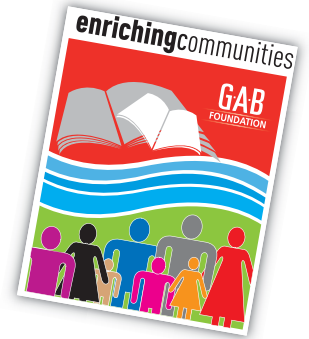
We took our corporate responsibility (CR) initiatives up several notches with the formation of the GAB Foundation. Formed on 5 July 2007, the GAB Foundation spearheads our CR activities and continues GAB's efforts to enrich communities in the areas of Environmental Conservation, Education and Community projects.

Within these three key areas, the Foundation strives to identify causes that not only contribute significantly to improving and enriching the lives of deserving Malaysian individuals and communities, but which also resonate with GAB's corporate values.



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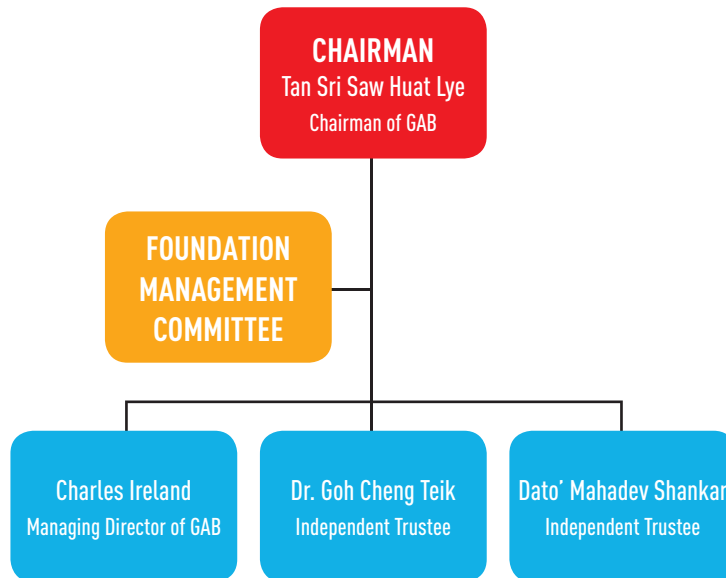


Board of Trustees

The management and administration of the Foundation is governed by a Board of Trustees comprising the Chairman of the Board of Directors, Tan Sri Saw Huat Lye, our MD, Charles Ireland and independent nominees including former Deputy Minister, Dr. Goh Cheng Teik and former Court of Appeal judge, Dato’ Mahadev Shankar.

The Board of Trustees has the task of overseeing that the GAB Foundation fulfils its charter as a charitable body and carries out the wishes of all donors. The Trustees are to ascertain good governance for the Foundation by ensuring that all funds received are spent in a responsible manner and in accordance with the specific purposes the money was donated for.

Structure of the Board of Trustees



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Case Study 1: Story Time with GABBY

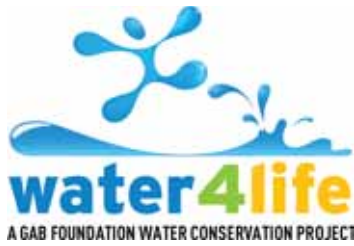
Our Story Time with GABBY initiative aims to engage and educate children about the importance of responsible water conservation through storytelling sessions. A water toolkit for local communities was specially developed by professionals in the field of child development to facilitate these storytelling sessions. To date 18 storytellers (including childcare workers and kindergarten teachers) have been recruited and trained to carry out storytelling sessions in the Klang Valley. Public sessions have been held at selected community centres and welfare homes. The following organisations have participated in this programme so far, with around 30 children in attendance at each session:

- Pusat Komuniti Kanak-Kanak Taman Medan – Kampung Medan, Selangor
- Tadika Kapar - Klang, Selangor
- Rumah Charis - Taman Yarl, Kuala Lumpur
- Methodist Kindergarten Sungai Chua – Kajang, Selangor
- Kampung Bendahara Community Centre - Batu Caves, Kuala Lumpur

Following each session, parents and children were interviewed by a Measurement and Evaluation Consultant to gauge each session's effectiveness and to help storytellers improve future sessions. Approximately 90% of the parents interviewed responded that the water cycle and activities section generated the most interest, while 95% of the children were able to recap and implement knowledge and content material from previous modules.

Overall, many welcomed the extensive use of art and craft, props, visualisation and good mix of interactive participation. For the rest of 2008, GAB Foundation will focus on reaching out to community centres and schools within the Klang Valley. In 2009, we hope to roll-out these storytelling sessions outside Klang Valley.

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Case Study 2: River Rehabilitation Project

In December 2007, we initiated a project to conserve the tributary of the Penchala River which runs behind the Sungei Way Brewery. This project will engage local communities near the Foundation centre, business entities, Government sectors, service providers as well as local leaders and politicians. Its objectives are to improve the water quality of the river, to increase awareness and to develop a community participation model for larger scale roll-out.

A biodiversity study has been conducted and initial studies have shown that there is indeed life in the river. Our team has found limited species like snails, worms and guppy fish in the river, while in the surrounding environment, birds, butterflies and monitor lizards have been observed in abundance, proving that the vegetation along the Penchala River plays an important role in supporting biodiversity.

The GAB Foundation has met with Residents Associations (RAs) along the river to get their buy-in and support on the project. In August 2008, a community training session with the various RAs was initiated by Datuk

Suboh Mohd Yassin, the Secretary General of the Ministry of Natural Resources and Environment. Residents took part in half-day theoretical training on water conservation as well as had the opportunity to participate in hands-on training to monitor water quality in the river.

Case Study 3: Aid for Tamil Students

Following the inception of the GAB Foundation last year, several projects are underway to provide aid to vernacular schools. Over the course of the year, the Foundation provided much needed assistance to the Malaysian Indian community by donating uniforms, school bags, stationery and other basic necessities to more than 1,000 needy students. The recipients included 600 needy students from five Tamil schools in Batang Berjuntai, Kuala Selangor, 494 needy students from five Tamil schools in Tapah, Perak and 51 Tamil students from Petaling Jaya.

On 18 September 2008, the Foundation officially launched the Supporting Malaysian Indian Learning, Education & Sports (SMILES) programme aimed specifically at the Malaysian Indian community. The first SMILES-

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supported initiative will be the Total Immersion Camp. This intensive 21-day English proficiency programme will provide students who are transiting from vernacular Tamil schools to mainstream secondary schools, with the essential language skills they need to assimilate in their new environment.

The objectives of the Total Immersion Camp programme draw strong parallels with GAB's own corporate philosophy; a philosophy that revolves around the passion and desire to give one's best and a belief in providing people with the opportunity, tools and resources they require to make that ambition a reality. It is our hope that this programme will equip Tamil school students with the necessary English language skills to help them adjust to the new medium of instruction. We also hope it will instil in them the confidence and desire to complete their secondary education.

As part of its contribution to the pilot Total Immersion Camp programme under the SMILES banner, the Foundation will fund the cost of participation of over 200 Tamil school students from disadvantaged backgrounds. The SMILES initiative is being implemented in partnership with the Tamil Foundation who developed the Total Immersion Camp programme as part of its education drive to help the disadvantaged in the Indian community. Two of GAB's key brands, Tiger and Guinness will spearhead this fund raising initiative through special fund raising nights throughout Malaysia.



SMILES Charity dinner was held at the Bangunan Peladang in Selangor on 15 October 2008. The funds raised during the night went towards helping Tamil school students.

DRAGON MISSION

The Dragon Mission is a noble fund-raising initiative championing Chinese education and is led by our four pillar brands, namely Tiger, Guinness, Heineken, and Anchor. There are more than 1,291 Chinese primary schools and 60 independent Chinese secondary schools which depend on support and donations from the Chinese community, and it is through the unity of the community that Chinese education has grown. Sharing the passion of the Chinese community, GAB introduced the Dragon Mission initiative on 11 January 2008 in conjunction with the Chinese New Year celebrations. We went down to the ground to work closely with coffee shops and supermarkets nationwide and received tremendous support from these two channels. The response to GAB's Dragon Mission was simply overwhelming. By the end of this six-week campaign on 23 February 2008, Dragon Mission had raised funds amounting to RM2,029,100 – double the initial targeted sum of RM1 million!



Tiger Sin Chew CECC and Guinness Torch Fund

Over the years, GAB has also actively supported Chinese education in Malaysia through the Tiger Sin Chew Chinese Education Charity Concert (CECC) and Guinness Torch Fund (GTF). Since 1994, these two programmes have collectively raised hundreds of millions of Ringgit for Chinese education. The Tiger CECC has benefited 367 schools, while the GTF has helped more than 1,300 students.

The year saw the Tiger Sin Chew CECC organising another round of concerts to raise funds for Chinese schools throughout the country. The Tiger Sin Chew CECC now has a strong and dedicated following among the community who have come to realise the financial benefits this initiative brings to Chinese education in the country. Since its inception, the programme has successfully raised over RM170 million for the benefit of more than 360 schools. The funds raised from these concerts were invested in educational facilities and used to improve infrastructure, build multi-purpose assembly halls and help needy students.

The annual GTF programme began in 1996 with the aim of providing underprivileged but academically proficient individuals with the opportunity to accomplish their dreams by means of an interest-free loan. The GTF

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raised RM180,000 last year and to date has raised over RM6 million to help more than 1,300 students. Funds for the GTF are channelled through a trust fund, managed by the Dong Jiao Zong.

Dragon Mission 2008 Roars into its Second Year

Following the success of the Dragon Mission campaign that raised RM2 million for the advancement of Chinese education, we kicked off Dragon Mission 2008 on September 26, 2008 with a bigger mission for the coming year. Dragon Mission has today evolved into a full-fledged corporate responsibility programme which sees the campaign expanding its remit to include extra-curricular activities aimed at the development of all-rounded Malaysian Chinese youth. All our current brand initiatives, namely Tiger Sin Chew CECC and the GTF, have now been aligned under the Dragon Mission umbrella.

The Dragon Mission 2008 campaign is motivated by the belief that an all-rounded development allows our youth to achieve their ambitions and maximise their potential. Dragon Mission is being run in collaboration with GAB's trade partners and associations such as the Dong Jiao Zong as well as Sin Chew Daily.