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75th Anniversary In
Style

3rd QUARTER '05

On Tap

Asia Pacific Breweries Around the World



ASIA PACIFIC BREWERIES LIMITED

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APB Sets Up Regional Headquarters In Shanghai

- Mr Rick Linck, Regional Director, China, receiving the RHQ certificate from Mayor Han Zheng in Shanghai

of goods and foreign currency issues will also ease APB's China operations.

On the set-up of the RHQ, Mr Koh Poh Tiong, Chief Executive Officer, APB explained, "China has the largest beer market in the world with an estimated sales volume of 291 million hectolitres of beer in 2004. Despite the challenges and intense competition in the China beer market, APB recognises China's potential as a significant long-term growth market. The RHQ will further drive our growth plans to enhance our brewing operations and forge strategic alliances with domestic players. The new status will place us in a good stead to operate more efficiently and gather greater momentum for our expansion in China."

Currently, APB's brewery operations and joint venture companies concentrate around the more affluent provinces such as Shanghai, Guangdong and Jiangsu as well as Hainan in the South. With China's GDP growth continuing to increase at a rate in excess of 8 per cent, the prosperity and opportunities that were once confined to the larger urban areas are now starting to filter into regions further afield.

In view of this and to seize the opportunities brought about by the distribution of wealth to less developed parts of China, HAPBC MC will provide APB with the easier access that it needs to increase its penetration in China.

Singapore-registered Heineken-APB (China) Pte Ltd (HAPBC) has set up a Regional Headquarters (RHQ), Heineken-APB (China) Management Services, Co., Ltd (HAPBC MC) in China in June. Based in Shanghai, HAPBC MC will manage and oversee all HAPBC's operations and investment activities in the People's Republic of China.

The move is aligned with APB's One China Organisation to achieve a sustained focus on the China beer market and orientate its companies to participate in the accelerated consolidation that is taking place in the Chinese beer market. It is timely that the outfit is now formed to facilitate APB's future progression in China given its growing economy that is becoming larger, more complex and increasingly open.

By setting up a RHQ in China, APB and its related companies as well as its foreign employees in China will be granted preferential tax incentives and benefits by the Chinese authorities. Some of these benefits include tax allowances, ease of entry and extended stay for foreign employees working in China which will help to draw and retain APB's pool of foreign talent in China. Other merits such as more relaxed rules on importing

On Tap

is a quarterly publication of
Asia Pacific Breweries Limited
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Alexandra Point
Singapore 119958

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Company Registration No. : 193100007K
(Incorporated in the Republic of Singapore)
MITA (P) No. 081/10/2004

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ANOTHER RECORD YEAR!

The Group to build on brand strength

APB wrapped up its financial year at the end of September. I am pleased to say that the year has been fruitful and almost all operating companies fulfilled their goals for the year. This moment also marks our maiden entry into the South Asia region via our 60% stake in United Brewery Lanka in Sri Lanka.

To be a Top Tier Brewery Group in China

I am heartened to see our operations making tremendous headway in China. However, we have yet to achieve our vision to be a top tier brewery group in China in terms of market share and profitability. We must continue to look out for opportunities to extend our footprint and presence in China via the formation of strategic alliances, mergers and acquisitions. Let's also not forget to build a portfolio of beer brands by acquiring a combination of local beer brands with a view to building them into a strong regional portfolio with our brands including *Tiger Beer*, *Heineken*, *REEB* and *Anchor* amongst others.

Build Brands for Greater Success

In terms of brand performance, *Heineken* continues to dominate Thailand's premium segment while *Anchor* and its variants have maintained the top spots in Hainan. *Amber Stout*, though new in Vietnam, is also receiving encouraging response from a niche segment. As our family of brands has grown with the entry of *Kingway* and *Dafuhao*, our portfolio today includes some of the best selling brands from Guangdong and Jiangsu, namely *Kingway*, *BBOSS* and *Dafuhao* amongst others.

The challenge remains for us to constantly satisfy our consumers' requirements with the best value proposition, even before they articulate their need.

To ensure the continual success of our brands, in particular, *Tiger Beer*, we must consistently establish the correlation of brand equity and market share, and building strategies around relationships – with customers, suppliers, alliance partners and employees to offer a value proposition that is compelling and well-supported. The heart of the mission is also innovation which will set us apart from our peers. If we manage to

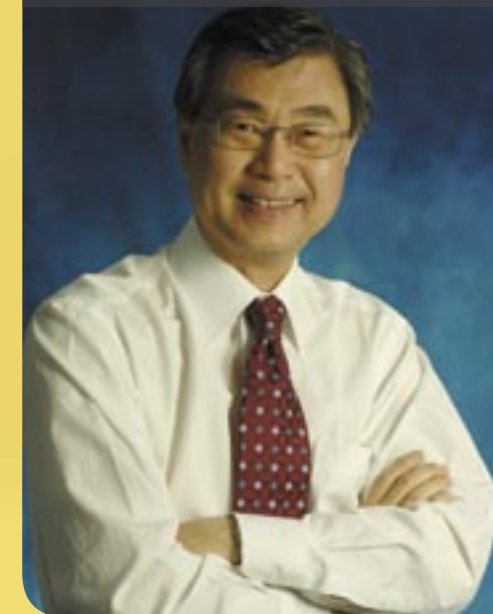
drive the brand equity of *Tiger Beer* further, the brew will be able to achieve greater and more permanent success in all its markets across the globe.

Be Ever Ready for Challenges

In view of today's market challenges which encompass not only intense competition but also the potential for such mounting issues as the current high crude oil prices, it is pertinent that all operating companies beef-up their operations with defence mechanisms if they have not already done so.

I urge all operating companies to remain actively engaged in market development; operate more efficiently; gather greater momentum for further expansion and reduce overheads to further boost our bottom line. At the same time, be sure to take a long term view to brand building, whether it is *Tiger Beer* or other brands.

I am confident that given the same unity and spirit, we can overcome the challenges that lie ahead and achieve ever higher targets that have been set for the new financial year!



APB Extends Regional Footprint To South Asia With Foray Into Sri Lanka

In September, APB embarked on our 2nd phase of regionalisation with our maiden entry into the South Asia region via a 60% stake in United Brewery Lanka in Sri Lanka.

Mr Koh Poh Tiong, Chief Executive Officer, APB explained, "APB's stake in UBL is consistent with our regional expansion strategy to acquire strategic interests in domestic breweries within selected markets to create defensible and profitable businesses. South Asia is amongst the emerging markets which APB has identified for growth and our interest in UBL will give APB access to the growing Sri Lanka beer market."

Sri Lanka is one of the most liberal and foreign investor friendly economies in South Asia. With a population of approximately 19.3 million, the country's GDP is expected to grow between 5% and 6% per annum. In line with its economic growth, the Sri Lanka beer market is expected to grow at a rate of 6% per annum. "In view of such economic conditions that are supportive of and conducive to a rapid growth in the Sri Lanka beer industry, we believe that the Sri Lanka market offers good potential for APB's ongoing expansion," continued Mr Koh.

UBL operates a brewery with a designed annual production capacity of 120,000 hectolitres. The brewery which is located

in Mawathagama, in central Sri Lanka, produces and markets local beer brands including *Bison XXtra*, *Kings Lager*, *Kings Pilsner* and *Kings Stout*.

Mr Koh believes that UBL offers potential for further upside from leveraging on its local beer brands and distribution system. He said, "UBL's existing operations and beer brands which are available in the local marketplace will enable APB to jump-start our business in the country. We believe that there are opportunities for us to enhance the value of UBL through the application of operational and brand expertise. The investment also creates opportunities for us to bring APB's beer brands into the growing Sri Lanka

beer market which I believe will offer good growth prospects. At the same time, we will be able to draw on the experience of our established local partners and management of UBL to ensure the greater success and goodwill of the company."

Including UBL, APB is now supported by 22 brewery operations in nine countries including Singapore, Malaysia, Thailand, Vietnam, Cambodia, China, New Zealand, Papua New Guinea and Sri Lanka. This investment is in line with our regionalisation strategy to address the next wave of growth for APB.



- (Extreme left) UBL brews and markets local beer brands including *Bison XXtra*, *Kings Lager*, *Kings Pilsner* and *Kings Stout* which cater to the respective segments of the market.
- UBL's brewery is located in Mawathagama in central Sri Lanka.

In June, Vietnam Brewery (VBL) emerged as the winner of the inaugural Tiger Quality Award introduced in April 2004. Designed to further raise the quality standards of *Tiger Beer* across the regional markets, the competition also saw participation by six other operating companies including APB Singapore, Guinness Anchor Berhad, Cambodia Brewery, Hatay Brewery, Shanghai APB and Hainan Asia Pacific Co.

The Tiger Quality Award assesses the operating companies on:

1. Internal Quality
 - Brewery product quality based on taste and analysis results as well as packaging quality checks.

2. In-market quality implementation
 - Product freshness, packaging quality and point-of-sale quality in the market.
3. Consumer Quality Perception
 - An audit of consumers' perception of *Tiger Beer's* quality based on the brand's imagery.

The final scoreboard showed VBL standing out amongst its contenders to clinch the Tiger Golden Paw trophy. Proud of VBL's win, Mr Peter Ong, GM, VBL said, "At VBL, we have always placed great emphasis on quality, not only in everything we produce from our brewery, but also in ensuring that our consumers enjoy them in their best possible presentation. This recognition is certainly a morale booster to all of us at VBL, and will encourage us to do even better next year."

VBL Bags Tiger Quality Award

Committed to delivering the highest quality *Tiger Beer* to our consumers, Group Commercial has further raised the intensity of the competition. The rating systems have been realigned according to market needs and changes while the "in-market quality implementation" which was previously handed internally, will now be assessed by an independent auditor each quarter.

This year, the Tiger Quality Award which kicked off in July also saw participation by TAPB, bringing the total number of participating operating companies from 7 to 8.



Mr Peter Ong receiving the trophy from Mr Koh.

HAPCO Clinches CCM Champion Of Champions Award

Mr Malcom Tan receiving the award from Mr Koh Poh Tiong.



A positive attitude, prompt responses and a keen sense to continually seek improvements - these are the attributes that placed HAPCO top amongst the APB group of breweries in the CCM Champion of Champions Award 2004.

Receiving the award from Mr Koh Poh Tiong at the GM Conference held on 29th Jun'05 was Mr Malcolm Tan, GM of HAPCO who attributed the win to the HAPCO family. He said, "Winning the "CCM Champion of Champions" is truly a HAPCO team effort. I am glad to see that cost management is

becoming an integral part of our corporate culture. That, to me is more important than the win itself."

While cost savings is the objective of CCM, the cause can only be sustained if each operating company stays committed to keeping cost management an integral part of its system to bring in substantial and

sustainable cost savings which translates into sustainable earnings. As such, it is important that all operating companies maintain its momentum to bring CCM to yet another level.

As at June 2005, CCM enabled the Group savings to improve further. Here is the latest CCM tabulation:

Latest CCM achievements		
	As at 30th June 2005	As at 30th April 2005
Number of Projects	972	870
Potential Savings	S\$ 108.6 million	S\$ 97.4 million
Realised Savings	S\$ 62.0 million	S\$ 56.8 million

Founded by the APB Foundation and the Society for the Physically Disabled (SPD), the Asia Pacific Breweries Foundation-SPD Scholarship continues to enable physically-challenged students. Recognising their outstanding academic achievements and encouraging students with physical disabilities to aspire to higher levels of education attainment, this Scholarship also accords them with due credit and recognition that they deserve in their academic pursuit.

Pledging a total of \$220,000 to this programme over a period of four years, the Foundation awards each successful candidate with \$11,000 per annum, which would cover their tuition fees at one of the local universities in Singapore; allowances for books; and living and transportation expenses.

Since its launch in 2004, the Asia Pacific Breweries Foundation-SPD Scholarship has been awarded to the following outstanding students:

- Nurulasyiqah Bte Mohammad Taha, currently pursuing Accountancy at SMU,
- Liew Chong Choon, currently pursuing Business Management at SMU,
- Cai Zhenquan, currently pursuing Computer studies at NUS,
- Jan Lee Junhui, currently pursuing Accountancy at NTU, and
- Liew Chong Heng, currently pursuing Information Systems Management at SMU.

As a sponsor of this Scholarship, APB Foundation strongly believes that a good education is the key for these physically-challenged students to eventually lead financially independent lives and contribute as full and active members of the society.

APB Foundation Encourages More Physically-Challenged Undergraduates With Scholarship Programme



- The APB foundation believes in enabling the disadvantaged so as to help them lead independent lives and contribute to society eventually.

APB's Corporate Website Gets A Makeover

APB has revamped its corporate website to further enhance our communication with the media, investors, customers and stakeholders.

Improved navigation facilities, enhanced level of information on the group and our operating companies as well as a dedicated Investor Relations module are some of the main features

of the newly launched APB website. We trust that the website will serve as a useful and informative communication platform which also reflects APB's position as a World-Class Group of breweries with exclusive premium beer brands.

Don't just take our word for it. Check it out at www.apb.com.sg!



Heineken Events



- (extreme left) International guest artist, John Pattitucci from New York.
- Mr Jeff Kimble, TAPB's Commercial Director (2nd from left) accompanied by Koh-Mr Saxman and Prod Thanapat on stage.

Heineken Jazz Festival Hua Hin 2005

3 to 5 June saw the return of the much awaited **Heineken Jazz Festival Hua Hin 2005** on the beautiful beach of Hua Hin. This year, the jazz event took place at two locations along the stretch of beach to cater to the increasing number of attendees. Living up to its reputation as one-of-its-kind jazz and musical experiences, *Heineken* had prominent Thai artists including Koh-Mr. Sax Man, Stone Head & Maew Jeerasak Panpoom, Prod Thanapat, The Infinity, Silpakorn Band, KPN All Stars as well as international guest artists such as "John Pattitucci" from New York City and "Randy Cannon" from Canada, performing over the three days.

Asia-Pacific's Best Heineken DJ Takes To World Stage

DJ Adhe from Indonesia has emerged as Champion of 'Heineken Music Thirst Asia Final 2005' held at the Retro Live Cafe, Queen Sirikit National Convention Centre, Bangkok, on 28 May 2005. Having outperformed some of the best DJs from the Asia Pacific, DJ Adhe will represent this region to take on the world's best DJs at the '**Heineken Music Thirst Global Final**' to be held in South Africa in January 2006.

- DJ Adhe and his team receiving the award.
- (extreme right) DJ Adhe performing his techno and trance beats.



Tiger Beer's First TV Ads In Thailand



Themed "Less talk, More Action", *Tiger Beer's* first TVC launched nationwide on 3rd May 2005 reaches out to the discerning 23-35 year-old males and females who are determined, challenge-loving, freedom-cherishing, open-minded to every experience and above all, believe in the "Less Talk, More Action" philosophy of life.

The advertisement showcases the vivacious conversation of two men in a bar setting. One man talked with much zest about his goal of conquering the top of the highest mountain

and yet has left his dream unfilled, while his interlocutor was a conqueror who believes in pursuing his goals. The advertisement showed the stark contrast between the braggart and the go-getter and emphasised that success can only materialize if pursued.

In the execution to achieve the desired atmosphere of the setting and convey the key message behind the advertisement, part of the *Tiger Beer* TVC was shot on a snowy mountain in New Zealand.

APB Forges Ahead In China With New Plant In Wujiang



- When in operation next year, the Wujiang plant will produce brands such as *BBOSS* and *Dafuhao* for consumers from the Wujiang region.

On 15 August, Heineken-APB's (HAPBC) associate company, Jiangsu DaFuHao Breweries Co, Ltd (DaFuHao) acquired the assets of an existing brewery to start up beer brewing operations in the city of Wujiang located in the Jiangsu Province. The purchase includes a 12-hectare piece of land, upon which a brewhouse and a packaging hall are built, as well as brewing and packaging equipment.

The 10-year old brewery which has not been in use since October 2003, will undergo upgrading and expansion before it commences commercial operation in early 2006 with an initial production capacity of 500,000 hectolitres. Its designed annual production capacity is 1 million hectolitres.

"Our 40% stake in DaFuHao gives APB access to the affluent Jiangsu beer market

that makes up 5% of the total China beer market. DaFuHao is the leading brewery in the Jiangsu province with a market share of 12%. Its growth roadmap is to expand beyond its stronghold market in Nantong where its beer brands such as *BBOSS* and *Dafuhao* have already commanded a strong 80% share of the 1.6 million-hectolitre beer market," said Mr Koh Poh Tiong, Chief Executive Officer, APB.

As its beer brands are fast growing in Wujiang and the surrounding areas namely Suzhou, Taicheng and the northern region of Zhejiang Province, DaFuHao often witnessed beer demand outstripping supply during the peak season. When the Wujiang brewery becomes operational, DaFuHao will utilise its newly-acquired plant to brew and pack its brands including *BBOSS* and *Dafuhao* for consumers from these regions instead of relying on the Nantong plant that is already running at full capacity especially during peak season.

Anchor Ice Beer Receives "Green Food" Award



HAPCO found another reason to celebrate when *Anchor Ice Beer* was accredited as a Grade-A "Green Product" by the China Green Foods Development Centre on 1 Jun 2005.

While the certification is proof that *Anchor Beer* is a safe and high-quality brew, it has provided a totally new platform of competition for HAPCO. Given China consumers' increasing propensity to healthy and high quality products, the "green food" industry is a booming sector. As such, HAPCO's move to have *Anchor Ice Beer*

labeled as a "green food" is a timely and opportunistic move to gain superiority over other "non-green" brands and seize greater market share.

The endorsement came following rounds of scrutiny and auditing by the China Green Foods Development Centre. The highest quality ingredients and the pure and natural spring water which are used to brew *Anchor Ice Beer* are the winning factors, not only for the award but also *Anchor's* number one position in Hainan.



- Anchor Ice Beer is now labeled a "green food".

SAPB Brews REEB With Water From The Antarctic

REEB was the official beer of the 21st China National Antarctic research Expedition team.



Shanghai Asia Pacific Brewery (SAPB) has utilised two tons of Antarctic ice to brew 20,000 bottles of "REEB Antarctic Limited Edition" Beer. The ice was harvested at the precise location of Longitude 69 21'41"E, Latitude 76 37'6"S by the 21st China National Antarctic Research Expedition during their 150-day quest to the South Pole.

"REEB Antarctic Limited Edition" Beer not only tastes refreshing, it is also of utmost quality, is crystal clear and without any contaminants. What is unusual is its low Deuterium content. This means that the beer can actually increase metabolism in living organisms and therefore aid in slowing down the aging process.

Using the special brew for a good cause, a twin set of "REEB Antarctic Limited Edition" has been auctioned for 25,000 RMB at the "Concern from Antarctic Expedition,

Auction for Charity" jointly organised by SAPB, Polar Research Institute of China and Shanghai Charity Foundation on 29 July 2005. Up for bidding were also items which were once used by the Chinese expedition members during their polar mission. In all, a sum of 500,000 RMB has been raised for the Shanghai Charity Foundation to form the "REEB Antarctic Companion Foundation" to assist needy tertiary students majoring in fields related to polar research.

Since 1995, SAPB has been lending its

support to the China National Antarctic Research Expedition to demonstrate its commitment to promote care for the environment and to enable the Chinese community to better themselves in the fields of research and science. This year, the Official Beer of the 21st China National Antarctic Research Expedition saw the team completing 27 research projects, including an Inland Antarctic Traverse to the Ice Sheet Summit as well as Dome-A, an ecological environment and biodiversity researches in the Southern Ocean.



Celebrating the milestone.



Two tons of ice were used for the brew.



20,000 bottles of REEB Antarctic Limited Edition beer were brewed by SAPB.



○ Guests mingling in the gallery and absorbing DB's history.



○ David Sadler, Sir Colin Maiden, Mr. Koh Poh Tiong and Paddy Cronin 'cut the cake' in celebration of DB's 75th anniversary.



○ Brian Blake welcomes guests and shares some insights into DB's successes.

> DB Breweries Celebrates 75th Anniversary In Style

As part of its 75th celebration, DB Breweries held a black tie event at its Waitemata Brewery on Sunday, 31st July.

To celebrate its strong New Zealand brewing heritage and its focus on excellence, 142 guests were invited to the Waitemata Brewery, DB's original brewery (established in 1930), for a lavish dinner and a unique DB experience.

DB's managing director Brian Blake expressed that DB is proud to be celebrating its 75th anniversary this year and was pleased to be sharing this milestone with its close business partners and friends. Mr Blake said, "We've been a part of New Zealand's society since 1930, and many Kiwis have grown up with our brands. We've got a strong Kiwi heritage and holding this event allowed us to thank our loyal business partners and friends, all of whom have played a part in the success of DB."

The evening included a newly-installed history walk in the brewery's gallery space, which highlighted DB's achievements and numerous 'firsts' in brewing processes and business ideas. Guests were also treated to the first screening of a historical film about DB which was shown in three parts over the evening; inter-dispersed with four courses matched with DB beers.

Speeches were given by DB's Mr Brian Blake and DB's acting chairman, Sir Colin Maiden and the 75th birthday cake was cut by visiting guests, CEO of APB Mr Koh Poh Tiong, ex-chairman and ex-director of DB, Mr David Sadler and Mr Paddy Cronin respectively.

On departure, guests were given a locally designed gift to commemorate the special occasion.



DB Clinches Lager And Light Beer Categories At NZ Beer Awards

○ (Left) DB brewers Dave Eaton, Bill Williams and Grant Pearson display trophy wins.

○ (Above) Rene De Monchy, DB's Brand manager - Premium attributes Amstel light's win to the brew's high quality.

In the year of its 75th anniversary, DB Breweries has won three Best of Class trophies for two of its signature lagers and its light beer at the 2005 New Zealand Beer Awards, held at BrewNZ in July.

One of New Zealand's icon brands, *Export Gold*, has won for the second consecutive year the Best of Class trophy for the NZ Lager category. *Export Premium Dry* won Best of Class for the NZ Premium Lager category and *Amstel*

Light clinched the Light or Non-Alcohol Beer category, firmly cementing its place in the local beer industry. All three beers were brewed at DB's Waitemata Brewery in Auckland.

Since its launched in August 2003, *Amstel Light* has continued to be the fastest-growing beer in the NZ Light Beer category with 40% of the light category.*

Mark Davidson, General Manager Marketing, said it is fitting that in the

year of DB's 75th anniversary the brewer dominates the lager categories with two of its most well-known brands.

"Winning the two lager categories is a great achievement, especially *Export Gold* winning the NZ Lager for two years in a row. The brand has a long history with DB and it's gratifying to see it's still as popular now as it was in 1957 when it was first brewed at Waitemata."

Export Dry is another long-time favourite and it's enjoying a popular

resurgence at the moment. We've recently re-packaged the beer, but it's still the same, great tasting premium lager, but with a new look," said Mr Davidson.

The BrewNZ New Zealand Beer Awards is the national brewing awards for the local industry. Making it to the medal tally board this year were also DB's *Tiger Beer*, *Bulls Eye Beer*, *Double Brown*, *Flame* and *Monteith's Summer* and *Monteith's Winter Ale*.

* (Source: BWSC, May 2005, Excise Data.)

Promotions In Hanoi

To generate sales volume during summer, HBL's house brands including *Tiger Beer*, *Heineken* and *Anchor*, each implemented their own marketing platforms to win the hearts of consumers from the various segments of the market.

Heineken Catches the Eye with Landmark Campaign

The Dutch Windmill, London Bridge Tower, Paris' Arc de Triumph - these world-renowned landmarks together with several other world attractions came to the heart of Hanoi as part of the Heineken Landmark Campaign that was held from 18th July to 20th September 2005.



Anchor advocates fun this summer.



Tiger Beer's summer campaign offers gold labels and caps as prizes.

Not only has the three-month campaign significantly boosted the selected modern off-trade and on-trade demand where the campaign was organised, the marketing effort has reinforced *Heineken's* image as a truly international beer brand.

The same summer also saw *Tiger Beer* kicking-off its under-the-cap promotion campaign while *Anchor* reached out through its summer Road Show 2005.



(middle) *Heineken* in TRANG TIEN PLAZA – one of the busiest shopping malls in Hanoi.

Print ads in magazines and dailies were run to pump greater impact.

Heineken Presents The Premiere Of Mr. & Mrs. Smith In HOLLYWOOD Style



○ The Galaxy cinema was decked-up to the occasion.



○ The movie premiere was well attended by over 800 invited guests.



○ Men-In-Black.

Tapping the growing numbers of young adult cinema-goers, *Heineken* recently kicked-off its movie sponsorship strategy with the premiere of *Mr. & Mrs. Smith*, which was screened at major cinemas in Ho Chi Minh City.

Over 800 local celebrities, trade customers and consumers attended the Oscar-styled premiere at the newly-built Galaxy cinema where the red carpet was laid and "Paparazzi" were planted to snap the action and the guests for the evening. Akin to a Hollywood red carpet event, there were black-clad bodyguards in black shades fending off ecstatic fans. To coincide with the premiere, the *Heineken* TVC

featuring Brad Pitt was also screened in Vietnam for the first time.

Thanks to its pre-event publicity and promotions that were placed in lifestyle magazines and website, *Heineken* saw its sales rocket during the promotional period as consumers actively responded to the campaign to win a chance to the movie event.

On the sponsorship rationale, Mr Ha Duc Huy, Senior Brand Manager, *Heineken*, VBL explained, "More young adults are beginning to embrace international movies, especially the Hollywood blockbusters. Thus, it is appropriate that we bond with them through such brand experiences and further achieve marketing leadership."



○ Spicy enough to make you growl.



○ Irresistible chilli crabs.



○ Maddening crowd at the Chilli Crab Festival.



Tiger Beer Singapore Chilli Crab Festival In NYC

The second Tiger Beer Singapore Chilli Crab Festival in NYC was bigger and very well-attended by approximately 5,000 people at the very hip Dumbo neighbourhood of Brooklyn on Sunday, 7 August 2005. Jointly with Singapore Tourism Board and the International Enterprise Singapore, Tiger Beer USA (TUSA) has successfully staged this Asian street festival to bring sights, sounds and flavours of the Far East together in a western setting – the occasion was also aptly timed to celebrate Singapore's 40th National Birthday!

○ Singapore affair with *Tiger Beer* and chilli crabs in NYC.

There were plenty of chilli crabs and other food offerings most notably from the Global Culinary Society of the Culinary Institute of America, and lots of ice cold *Tiger Beer* for the festival goers. Kick boxing, carnival games, live music, lion dance and masseuses were also brought in to complete the "West meets East" experience.

The event has honorably earned the presence of New York State District Attorney, Joe Hines.

Tiger Beer's Support Of UK Asian Film

TIGER BEER TARTAN ASIA EXTREME 2005
6 FILMS, 12 CITIES, SEPT 16 — NOV 17.



Tiger Beer continues support of UK Asian film as the 2nd year of Asia Extreme kicks off. Over the past year, the beer brand has become synonymous with the phenomenal growth of Asia films - supporting key events such as the Tiger Beer Tartan Asia Extreme Film Season in 2004, followed by the launch of The Tigers in early 2005, and continuing the momentum with the second Tiger Beer Tartan Asia Extreme Film Season in September 2005.

Throughout September and October, Tartan will be releasing six cutting edge films in UK cinemas showcasing new and well-known Asian talent. As box office takings testify, the UK's appetite

for Asian films is ever increasing and this year's films will not disappoint with *R-Point*, the highest grossing horror film in Korea last year, multi award-winning Hong Kong police thriller *One Nite in Mongkok* and Shinya Tsukamoto's *Vital*, which was selected for both the London and Venice Film Festivals in 2004.

During the Asia Extreme Film season, *Tiger Beer* is also concurrently driving sales volume with in-bar promotions across the UK. Scratchcards given out with every purchase of *Tiger Beer* allow consumers to enter a simple competition to win fantastic film related prizes and a luxury trip to Singapore!

Read all about *Tiger Beer* activities at: www.tigerbeer.co.uk today.

Tiger Beer was amongst some of the leading international travel retail brands such as Giorgio Armani, Lacoste, Swatch, Camus, Bacardi, Hugo Boss, Davidoff, Revlon, and Godiva amongst others, at the 10th Tax Free World Association (TFWA) Asia Pacific Travel Retail and Duty Free Exhibition held at Suntec Singapore from 16-19 May 2005.

This was TEPL's very first participation in any major international travel retail exhibition,

and the opportunity presents *Tiger Beer* as the leading premium Asian beer to over 2000 potential customers of the international travel retail, duty free and airline segments. At the exhibition, *Tiger Beer* booth was also notably one of the most stylish and exotic setup that embellishes the mystique of the Far East.

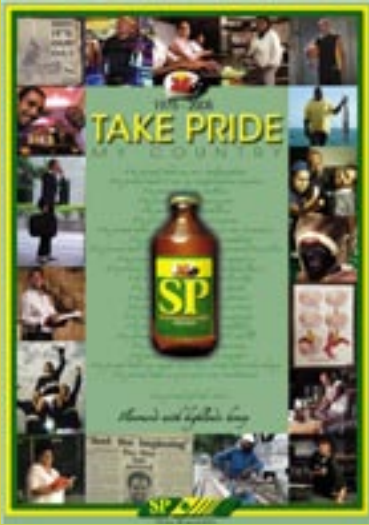
Moving forward, TEPL will continue to actively explore other similar travel retail exhibitions and opportunities, and tap their potential to explore business ventures for *Tiger Beer*.

Tiger Beer At The 10th TFWA Asia Pacific



○ Tiger Beer's booth at TFWA.

○ "Have a Tiger," invites Tiger Beer Ambassador.



SPB Launches Independence Brew

In commemorating Papua New Guinea's 30th Independence Anniversary, SP Brewery (SPB) launched its *Independence Brew* on 11th August at the SPB Brewkettle.

SPB's General Manager Mr Nigel Yeo, in launching the *Independence Brew* said the *Independence Brew* is expected to "reinforce the strong sense of patriotism among Papua New Guineans and give all of them a beer to celebrate this milestone in PNG's country development."

"The alcohol content is slightly higher at 4.8% and what's special about this brew is the addition of our very own Highlands Honey from Goroka that gives it a hint of sweetness," said Technical Manager, Mr Daniel Khaw when describing the characteristics of this brew.

Available for only a limited period of time, the *Independence Brew* was bottled in the familiar stubby bottle and bundled as an attractive 6-pack. In recognition of SP Brewery's support for the PNG Events Council, SPB was one of the few organisations that were entitled to use the nation's specially created 30th Anniversary logo on the packaging for the *Independence Brew*.



A toast from SPB's GM, Nigel Yeo.



Ngairre Joseph performing for the thousands in attendance.



Niugini Ice Beer Wears The Look Of Black

"The new look of ICE Beer reinforces its trendy, cool, and hip image." SP Brewery (SPB) General Manager Nigel Yeo said this when launching SPB's new *Niugini Ice* label on 16th June 2005.

Having clad in blue with red and white label since 1995, SPB's premium brand *Niugini ICE* now wears the look of black with a touch of white and yellow that strongly portrays its image as a cool and hip beer.

Despite its new outfit, the crisp and refreshing taste of *Niugini ICE* which has won over many PNG beer consumers stays the same. Mr Yeo assured, "We have maintained our



unique brewing process and our beer is still chilled to below freezing point, producing the crystals that give it the crisp, clean taste that our drinkers are familiar with. Its alcohol level stays at 5.2%."

In line with the transformation, a series of marketing activities have been implemented to further boost the trendy image of the brand. Associating *Niugini ICE Beer* with entertainment and lifestyle, SPB had Ngairre Joseph, a finalist of

the popular Australian Idol show as its brand ambassador for *Niugini ICE Beer*. Thanks to SPB, the idol performed for thousands of PNG fans at two concerts held in Lae and Port Moresby on 1 and 2 July respectively.