

January 2006

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2005...
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ASIA PACIFIC BREWERIES LIMITED

ON TAP

Asia Pacific Breweries Around the World



APB To Brew Tiger Beer In Mongolia

Following hot on the heels of APB's acquisition of a 60% stake in a brewery in Sri Lanka in late September 2005 comes the Group's new joint venture with the MCS Group for a greenfield project to build a 300,000 hectolitre brewery in Mongolia in November 2005.

The joint-venture, MCS-Asia Pacific Brewery LLC (MCS-APB), is 55% owned by APB while MCS owns the remaining 45%. In 18 months time, the Mongolians will be able to hold a locally-brewed *Tiger Beer* in their hands when the brewery in Mongolia is up.

"MCS-APB represents APB's maiden equity investment in Mongolia. The investment is consistent with APB's regional expansion strategy to develop greenfield brewery opportunities and acquire strategic interests in domestic breweries within selected markets to create defendable and profitable businesses. Mongolia is amongst the emerging markets that APB has identified for growth and the partnership with MCS has given APB access to the growing Mongolian beer market," said Mr Koh Poh Tiong, Chief Executive Officer, APB.



The investment is part of APB's continuous search for new markets to brew *Tiger Beer*, our flagship brand. Upon completion of the brewery, Mongolia will be the eighth country to brew *Tiger Beer*.

"To realise our vision of turning *Tiger Beer* into a pan-Asian beer that is widely brewed and enjoyed throughout this part of the world, we shall persist in our efforts to introduce the brand into as many pan-Asian markets as possible with an ultimate goal of brewing it in each market," Mr Koh elaborated.

Mongolians are no strangers to *Tiger Beer* as Tiger Export Pte Ltd has been exporting *Tiger Beer* to Mongolia for 13 years. Currently, it can be found in several pubs, bars, restaurants in Ulaanbaatar, the capital of Mongolia.

With the agreement, MCS-APB has assumed the responsibility of importing *Tiger Beer* into Mongolia while Zuunkaraa Trade Company, a MCS subsidiary that is an exclusive distributor of the MCS Group's range of vodkas and other spirits, will be responsible for all sales and distribution of beer for MCS-APB. Both APB and the MCS Group will work towards building a market presence during the interim period before the brewery is constructed. In this way, *Tiger Beer* would have gained greater popularity and a larger market share by the time the brewery is ready for commercial production.

"MCS-APB will be concentrating our marketing efforts on developing the beer market. To extend the reach of *Tiger Beer* in the Mongolian market, we shall be tapping into MCS' extensive distribution network and expertise in this area. By building a greater awareness of our beers over the next 2 years, we shall ensure that there is greater demand for our brands by the time the brewery is ready for commercial production," explained Mr Koh.



CEO's Message

Embracing The Spirit Of Innovation

As our markets become more cluttered, we must do more to stand above others by being more innovative. To sustain APB's success in the long term, we must embrace the spirit of innovation and take an active hand in shaping trends and moulding the market. If this means a fundamental reappraisal of our route to market and our offerings in the marketplace, then let it be so.

To put it simply, innovation at APB must mean:

- challenging old assumptions to achieve greater efficiency in our brewery operations;
- creating and developing a new market or segment with novel products, outstandingly creative packaging or new variants;
- devising creative communication and marketing initiatives and/ or introducing unique packaging to excite existing consumers and woo new ones; and
- taking calculated risks to work out non-conventional collaborations with our business partners to boost their confidence and loyalty for our brands.

Notwithstanding the threat of an avian flu outbreak and acts of terrorism, the overall economic outlook in the region is looking up. The favourable environment will bode well for APB if we capitalise building on the merits of our brands and further boosting our operations and network. Together with other effort to maximise every growth opportunity in our

marketplace, the long-term positives in our business can only be further enhanced. Thus, to ensure that APB continues to thrive in the years ahead, let's all embrace and keep the spirit of innovation alive at all APB companies.

The New Tiger

Aligned with our objective to reinforce *Tiger Beer*'s footprint in the Asia Pacific region and extend its growth in the west, the brand recently unveiled a more contemporary and distinctive image and packaging in Singapore. The milestone marks a new chapter for *Tiger Beer* as the brand strides forth to renew its affinity with consumers, not only in Singapore but also from around the world.

When the new *Tiger Beer* look is ready to be launched in your market, be sure to give our flagship brand your fullest support and exploit the possibilities best suited for your market to boost *Tiger Beer*'s popularity and volume.

A Better 2006

As 2005 has passed by, let's claim 2006 for APB and make it another banner year! Our growth strategy, sound fundamentals, strong brands and united management team, together with our efforts to tailor revenue enhancement initiatives in all our markets, will allow us to reap opportunities that arise from current challenges.

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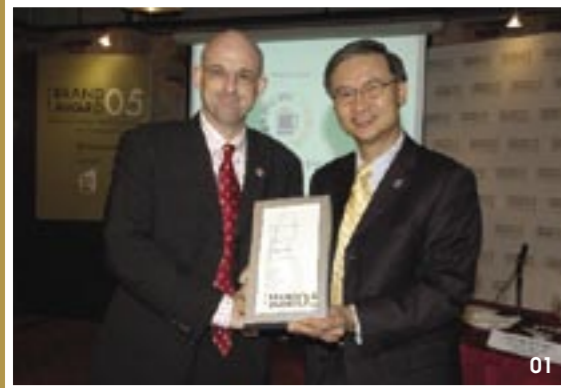
Koh Poh Tiong

Chief Executive Officer
 Asia Pacific Breweries Limited

APB Wins At Singapore Brand Award 2005...

On 30 November 2005, Asia Pacific Breweries Ltd (APB) was once again named by IE Singapore as one of "Singapore's 15 Most Valuable Brands" in 2005. Ranked fourth on the final scoreboard of the Singapore Brand Award 2005, APB's brand value stood at S\$1.225 billion, an 8% increase versus a year ago. Overall, from 2002 to 2005, APB's brand value has risen by S\$405 million or 49%.

On the award, Mr Koh Poh Tiong, Chief Executive Officer, APB said, "We are delighted with the award and proud of our better achievement this year. While it is recognition of our growing presence in the international market, the award is also an affirmation that our brands, in particular Tiger Beer, have been the preferred choice of beers for many beer lovers."



01 | Dr Les Buckley (left) receiving the Singapore Brand Award

Tiger Beer has once again reaffirmed its distinction in the West as it received acclaim as a CoolBrand in the UK for the second year running in November 2005.

According to Superbrands Ltd, which grants status to brands ranked highly by an independent and voluntary council of experts, this recognition as a CoolBrand signifies that Tiger Beer is not only a brand that is extremely desirable among many style leaders and influencers in the UK, it also has a magic about it - signifying that its users have an exceptional sense of taste and style!

Mr Bennett Neo, Managing Director of Tiger Beer UK Ltd, said, "Over the years, Tiger Beer has won extensive international praise and recognition for its consistent high quality and brewing excellence. But to be regarded a CoolBrand time and time again only goes to show that Tiger Beer has more to offer than just its quality and winning taste. The accolade is a clear endorsement that Tiger Beer is widely recognised as a fashionable icon sought after by the discerning trendsetters."

APB also owed its win to its multi-brand portfolio management designed for the distinct consumer segments in each market. Today, APB's portfolio of over 40 beer brands including home grown Tiger Beer, Anchor, Baron's Strong Brew and ABC Stout as well as the international premium brew, Heineken amongst others, enjoys an extensive reach across different market segments in different countries in the Asia Pacific region.

Mr Koh said, "APB, while constantly creating and unveiling new brands to tap fresh market opportunities, must press on in maintaining impeccable quality and brand equity building of our existing brands to shore up a larger domestic and regional market shares."

... While Tiger Beer Is Again Branded Cool In UK



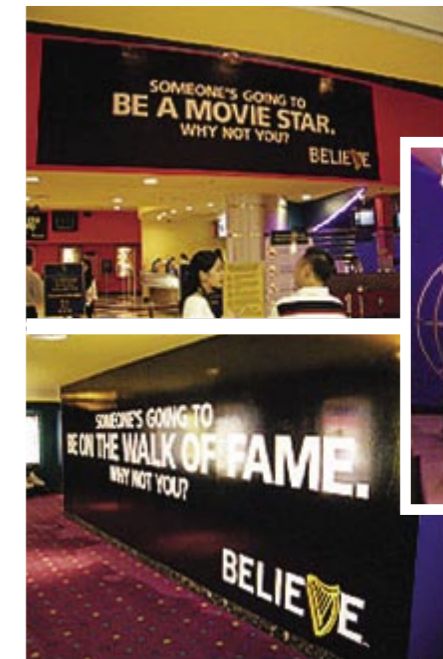
Evidently, part of the reason for Tiger Beer's success worldwide is staying true to its Asian provenance. The brand's appeal which evokes an aura of Far Eastern mystique coupled with that of a contemporary Asian spirit has aptly connected with the leading-edge consumers who have begun to discover the qualities of this authentic premium Asian beer. Via its various sponsorships in the UK, Tiger Beer has maintained a close association with cutting-edge Asian culture and in the recent years, it began to pay a keener focus on Asian films in particular.

Indeed, Tiger Beer has successfully grown into a premium Far Eastern icon and is now the Number 1 Asian beer brand in the UK. Found in over 8,000 premium bars/clubs and distribution outlets in UK's major cities such as London, Manchester, Leeds, Newcastle, Glasgow, Edinburgh, Belfast and Cardiff, the brand has made its way into top-end bars and restaurants such as The Light Bar at St Martin's Lane, Long Bar at Sanderson Hotel, Crazy Bear, Just St James, OXO Tower, Harvey Nichols and Prism London - popular hangouts for celebrities.

Guinness' Ad Campaign Wins Another Award

Guinness' "Why Not You" - Breaking the Boundaries, has won the best use of Ambient Media at the 2005 Malaysian Media Awards. The Ambient campaign was intended to reinforce Guinness' "Someone's Going to Do It, Why Not You?" theme amidst a restrictive advertising environment.

Guinness has creatively and effectively adopted the concept to stretch its cinema advertising platform. While it reinforced the advertisement theme, the customized messages which were added to inspire viewers has enhanced Guinness' connection with its consumers. At the same time, the concept worked hand-in-hand with the cinema advertisements of Guinness to create an integrated brand experience for the consumers.



01 | Participants soaking in the sights and sounds

Heineken's Party In The Woods

For the third year running, Heineken played host to the Rainforest World Music Festival held in Kuching, Sarawak during the third quarter of 2005. The three-day event saw the rainforest reverberating with the enchanting sounds of drums, fiddles and the odd bagpipe as 24,000 music lovers danced the night away at the festival. Audiences and performers who gathered came as far as the Ivory Coast, Poland, Mongolia and Iran.

The festival celebrated the diversity of cultures and showcased music from various parts of the world. In addition to the main performances staged in the evenings, the participants were able to experience the various exotic traditional music instruments at the many workshops that were held over the three-day event. While they indulged in culture and nature, the participants also enjoyed chilled Heineken served at the Heineken Gardens.

Tiger FC Kicks-off New Season

August 2005 saw Tiger FC kicking off its new season in Malaysia with a massive 75-venue Away Game celebration nationwide. From Penang to Ipoh, Kuala Lumpur to Johor Bahru, Tiger FC has ushered in the 2005-2006 season of the English Premier League (EPL) in the various states of Malaysia.

Now in its second year running, Tiger FC has extended its reach beyond the shores of Malaysia into Singapore and Vietnam. Complementing Tiger Beer's broadcast sponsorship of the EPL, Tiger FC is set to further fan the interest and excitement of football fans with more than 400 Home and Away Games; as well as other interactive and exciting activities including the Tiger FC Arsenal Trophy Tour during the league season.



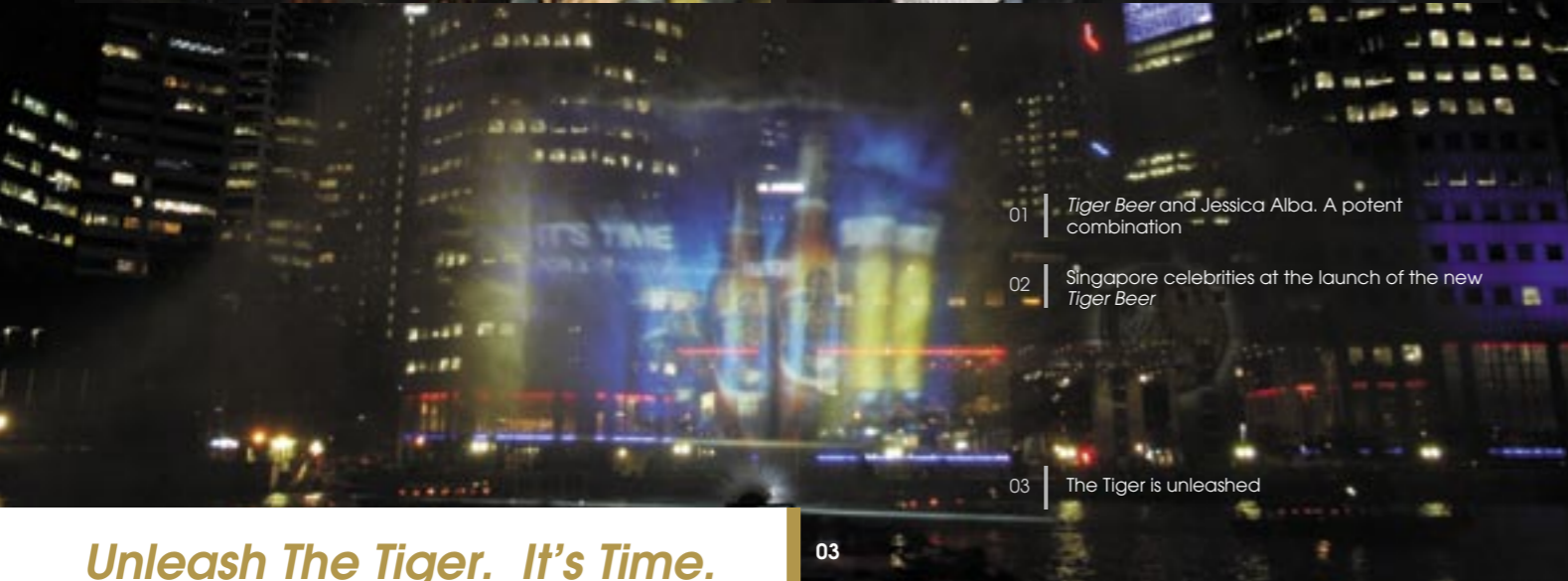
01 | EPL "Live" at Tiger FC event



01



02



01 | Tiger Beer and Jessica Alba. A potent combination

02 | Singapore celebrities at the launch of the new Tiger Beer

03 | The Tiger is unleashed

03

Unleash The Tiger. It's Time.

APBS unleashed the fresh, new look of *Tiger Beer* to industry partners, business associates and media along the Singapore River on 27 October 2005 with a spectacular show that included pyrotechnics and fireworks.

The new logo shows the signature Tiger icon striding forth powerfully with renewed brilliance and vigour, exuding a stronger universal appeal and reinforcing the brand's world-acclaimed status in the international beer market.

Explaining the new look of *Tiger Beer*, APBS General Manager Mr Alan Gourdie said, "The beer industry and consumer drinking trends in Singapore are evolving rapidly and steadily. Singaporeans have become more affluent and discerning, and are seeking a sophisticated drinking experience in terms of taste and the desired social image. This is why we feel that it is time to revitalise and rejuvenate *Tiger* especially since Singapore's beer icon is gaining popularity internationally and is available in popular bars such as the Bellagio in Las Vegas, Wolfgang Puck at the Universal Studios in Florida and the Light Bar in London."

Mr Gourdie added, "While *Tiger* is widely regarded as Singapore's most successful beer export and has been around for decades, it has to forge ahead and stay relevant in the new millennium. The new *Tiger*'s confident, progressive and

outward-looking appearance accentuates key attributes which our consumers can identify with. We are confident that this connection we make will not only attract existing drinkers, but emerging groups of consumers such as tourists and business professionals who visit Singapore, young adults who come here to study, and young working professionals as well."

Besides being the first to behold the fresh, sleek packaging of Singapore's leading beer, guests were also given a sneak preview of the new *Tiger Beer* television commercial starring one of Hollywood's hottest celebrities, Jessica Alba. Jessica Alba was chosen as she embodies the new *Tiger Beer* spirit of fun and friendship and is a movie star with whom the young and trendy can identify with. The TV ad was also complemented by a series of new print and outdoor advertisements.

Raising the heat and hip quotient of the party were trade partners and local celebrities who, in true blue *Tiger Beer* fashion, enjoyed the award-winning brew. After all, *Tiger Beer* amplifies the joy of friendships, turning good moments into great moments!

It's time to unleash the Tiger.

01 |

Contestants doing a chest pull at the Baron's Strong Challenge

02 - 03 |

Enjoying Baron's Strong Draught



02



01



03

Singaporeans Experience The Best Of Oktoberfest With Erdinger

Singaporeans experienced a taste of traditional German festivities at the *Erdinger Oktoberfest* held at China Square Central from 21 - 23 October. More than 2,000 people turned up for the 3-day event and celebrated the world's most popular beer festival.

Originally a celebration held in 1810 to honour the royal wedding of Bavaria's Crown Prince, the *Oktoberfest* gained so much popularity over the years that thousands of people now flock to Munich to participate in the annual celebrations. The *Oktoberfest* is also celebrated in many countries and is extremely popular with Singaporeans, as seen from the enthusiastic response to the *Erdinger Oktoberfest*.

The crowd enjoyed the best of German beer - premium *Erdinger* wheat beer on tap, delicious German food such as pork knuckles, sausages, roast spring chicken, beef soup and sauerkraut and danced to the *Huttenpower* music played by an authentic Bavarian band.



01

01 |

Oktoberfest has begun!

02 |

Having a wonderful time at Oktoberfest with Erdinger



02

APBS Launches Baron's Strong Draught

APBS further strengthened its leadership in the high alcohol beer category, by being the first to offer a strong draught beer in Singapore in October.

Baron's Strong Brew has grown from strength to strength, attaining an impressive growth in the last two years. The *Baron's Strong Draught* system ensures that every mug of *Baron's Strong Draught* is served ice-cold, so that true beer connoisseurs can appreciate the true quality of *Baron's Strong Draught*.

Mr Sebastian Loh, Brand Manager for *Baron's Strong Brew* in Singapore said, "The introduction of *Baron's Strong Draught* marks our thirst for innovation, as we seek to enhance the drinking experience by providing consumers with their power-packed mug of *Baron's* at its freshest and coldest."

As part of a series of promotional activities, consumers were invited to engage in 'strong challenges' comprising stretching a chest pull, doing wrist grips and cracking nuts within 10-30 seconds at over 10 *Baron's Strong Draught* outlets.



01



02

01 | Mr Lim Yew Hoe thanking everyone at the celebration

02 | SAPB celebrating the 2 millionth hectolitre milestone

Brewed With Passion

On 28 September, Shanghai Asia Pacific Brewery (SAPB) witnessed a historical moment. At 4 pm that afternoon, Brewery Manager Mr Chew Boon Hee presented General Manager, Mr Lim Yew Hoe the 2 millionth-hectolitre bottle of beer brewed at SAPB. This was immediately followed by thunderous applause from the staff and invited guests who had gathered to celebrate SAPB's milestone of having brewed its first 2 million hectolitres of beer over a year's period at the brewery.

The 2 millionth-hectolitre volume brewed by SAPB marked the first-ever volume breakthrough by any brewery in Shanghai; and the achievement is proof of SAPB's dedication and focus to its operations. The milestone was viewed with much

interest from relevant government authorities and amongst the luminaries who attended the celebration included the Vice Mayor of Shanghai; the Chairman of the Brewing Association of Shanghai; and Head of the Shanghai Alcohol Licensing Unit amongst others.

At the occasion, Mr Lim expressed his appreciation and gratitude to all staff as well as the various government authorities and business partners for their longstanding support and commitment. Mr Lim added, "Over the past 5 years, our volumes have tripled. To us, the 2 millionth hectolitre volume is not just a milestone but also a starting point for greater achievement ahead."

The Power Of Two

On the 29th of September, Shanghai Asia Pacific Brewery (SAPB) launched two new beers into the market - *Reeb Dark Beer* and *Spartacus Alcoholic Malt Beverage*.

Reeb Dark Beer is specially brewed using black malt so as to achieve a mahogany hue on the beer. It is aromatic, rich and full bodied and comes with a tinge of sweetness.

Spartacus, on the other hand, boasts a rich and well-rounded flavour with a slight roasted aftertaste. Traditional European techniques have been adopted for the brew and its unique profile is created by roasting the malt before fermentation. Low in carbonation, this alcoholic malt beverage which also comes with a hint of honey is targeted at yellow rice wine drinkers at on-premise outlets.

The launch of *Reeb Dark Beer* and *Spartacus* signifies SAPB's consistent drive for innovation; and is aligned with SAPB's brand strategy to strengthen its portfolio to corner a larger slice of the Chinese market.

Tiger Beer Intensifies Brand Activities In Guangzhou

The months of September and October saw HAPCO intensifying the marketing efforts for *Tiger Beer* in Guangzhou in the Guangdong Province. Apart from targeting the brand at the expatriates in the community, the events have reinforced the brand's cool and premium image.



01



02

01 - 02 |

Chilling out with *Tiger Beer* at Inta' Jazz

Inta' Jazz

Tiger Beer was the official beer of Inta' Jazz, an inter-chamber event that took place at Guangzhou's hippest new Backstreet Jazz Bar and Restaurant on 8 September 2005.

The event, jointly organised by the British, French and Hong Kong Chamber of Commerce, gathered 250 elite members from the international business community in Guangdong. Needless to say, the event was jazzed-up by chilled *Tiger Beer* served during the occasion.

That's Halloween Party

Showcasing its fun and exciting personalities, *Tiger Beer* got behind "That's Halloween Party" organised by That's Guangzhou, a lifestyle magazine that extensively reaches out to expatriates in the Guangzhou community.

The one-of-its-kind experience saw over 500 attendees dressed up for the occasion as ghosts, Draculas and even a God of Wealth. Turning up the heat was none other than *Tiger Beer*.



03

03 | That's Halloween Party Poster

04

Tiger Beer lights up the party

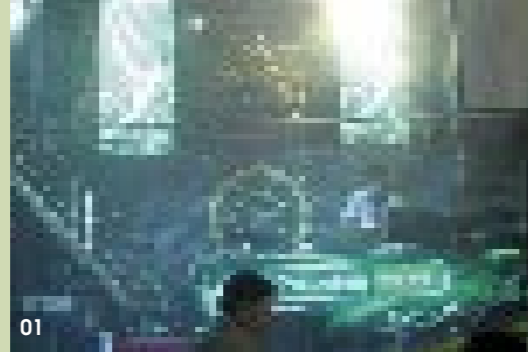
04

05

Party goes strutting their stuff at the party

05

King Disco, one of the favourite haunts of youth in Hai Phong | 01



Heineken Green Room Sessions In North Vietnam

02 | Audience participating in the fun-filled activities

03 | DKM Project, one of Singapore's famous remix bands, performing

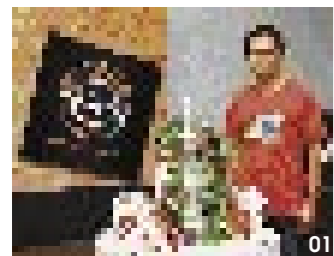


On October 14 and 15, *Heineken* organised Heineken Green Room Sessions in Hanoi and Hai Phong, two key cities in North Vietnam. Unlike the usual jazz-themed *Heineken* events and DJ contests and tours which serve to inspire local talents, the *Heineken* Green Room Sessions themed "Big music in a small place" offered a different genre of music and entertainment to the local community.

The Heineken Green Room Sessions were yet another initiative by *Heineken* to connect with an even larger audience. Following the two successful Green Room Sessions which saw tremendous turnout, *Heineken* has lined-up a year of music events targeted at young consumers of adult drinking age, at popular joints in the various cities.

As *Heineken* continues to enhance its connection with consumers through the music platform, it is intended that the sessions will enrich the music experiences of the locals and further cultivate the relatively new DJ culture in Vietnam.

Tiger FC Fever Heats Up Vietnam



01 | Nguyen Duc Thang, the ambassador for Tiger FC for North Vietnam

02 | Participants soaking in the atmosphere at the Tiger FC launch in North Vietnam

Football fans in Vietnam were amongst the privileged few in Asia to see, touch and have their picture taken with the prestigious FA Cup won by Arsenal when it toured North and South Vietnam in October 2005.

The Arsenal Trophy tour was organised in conjunction with the launch of Tiger FC in Vietnam. Besides the lure of the trophy, many activities and games were arranged during the two Tiger FC launches.

In North Vietnam, the Tiger FC launch was filled with football games and activities. The same occasion also saw participants being invited to a live football viewing party

where an English Premier League (EPL) match between Arsenal and Birmingham City was screened.

Tiger FC also welcomed its first member Nguyen Duc Thang, the former captain of the Vietnam national team and appointed Mr Thang as the ambassador of Tiger FC for northern Vietnam.

South Vietnam, too, saw overwhelming attendance at the Tiger FC launch which received over 1300 members. Thanks to Tiger FC, these fans caught the live screening of the EPL match between Manchester United and Fulham; and were treated to a series of exciting games where the winners walked away with attractive prizes including a trip to Singapore to interact with Tiger FC members from Singapore.

On Tiger FC, Mr Nguyen Duy Binh, Brand Manager for *Tiger Beer*, Vietnam Brewery Ltd said, "*Tiger FC will leverage on platforms such as the trophy tour and the EPL broadcast sponsorship to reach out to young football fans out there. We look forward to bringing more exciting on-premise events to enthuse our consumers and recruit members for Tiger FC in South Vietnam.*"

Same Refreshing Taste, Brand New Can

To enhance the appeal of *Anchor*, HBL has introduced a new can pack-type for *Anchor*. Designed to catch the eye, the new *Anchor* can was timely for the festive season. Supported by a comprehensive marketing campaign and promotion, HBL expects to woo greater volume for *Anchor* during the period.



Vietnam Open 2005

Keeping in-line with its brand strategy, *Heineken* sponsored the Vietnam Open 2005 which took place from 24 September to 2 October 2005. This was the first time that Vietnam hosted a world class ATP tennis tournament and the event created tremendous excitement amongst local players and fans-alike.

With a total prize money of USD \$380,000, the tournament attracted many renowned tennis stars including Mariano Puerta (ranked 10th in the world), Radek Stepanek (ranked 16th in the world) and Thomas Johansson (former Australian Open Champion).

Alongside the main event were activities organised to engage consumers. They included a "Pro-Arm" and "Tennis

Clinic" which provided an opportunity for fans and business associates of *Heineken* to get up close and personal with the professional tennis players who shared their experiences of tennis.

The Vietnam Open 2005 was an experience that local tennis enthusiasts are not about to forget. In hosting the tournament, Vietnam showed that it has the necessary infrastructure and resources to host a tournament of such prestige and standing.

As for *Heineken*, the Vietnam Open 2005 has not only increased the profile and prominence of the brand, it is also proof of *Heineken's* commitment to bring exciting and world class tennis events to fans from this part of the world.



01 | A majestic Heineken-branded inflatable greeted tennis enthusiasts at the venue



02 | Consumers chilling out and enjoying their Heineken at the relax corner

To capture a slice of the mainstream segment of the Thai beer market, Thai Asia Pacific Brewery Co. Ltd (TAPB) launched Cheers Beer (Cheers) in Thailand on 29 September 2005.

Cheers has been designed to surpass the current standards in mainstream beers in Thailand and satisfy a seemingly unquenchable thirst for a brew with medium alcohol content that comes with an average price proposition. Brewed with three premium quality hops from England and the United States and infused with malt and yeast from Europe, Cheers is set to delight its Thai drinkers with its alcohol content of 5.6% as well as its full flavour and smooth taste – a need that has yet to be met previously, according to the findings of TAPB’s survey which interviewed over 3,000 Thai beer drinkers.

The introduction of Cheers is consistent with TAPB’s long term strategy to become a major player in the 16 million-hectolitre Thai beer market and TAPB aims to capture 5% of the economy segment in 3 years.

Mr Panya Pongtanya, General Manager of TAPB, elaborated, “The launch of Cheers Beer is in line with TAPB’s long-term strategy to become a portfolio brewer of quality beers. To be a major player in Thailand’s beer market, a brewer needs to capture at least a 15% share, and that is what we are aiming to achieve within the next 3 years. Cheers Beer will contribute significantly to that goal.”

As the brand suggests, Cheers is positioned as a “cheerful and fun” beer which targets the 22-30 year-old urban consumers. To promote and generate sampling opportunities for the brand, TAPB is investing over Bht 400 million in an extensive sales and marketing campaign that adopts a variety of media including national television, radio, print and outdoor billboards.

As TAPB rolls out Cheers nationwide, the brand’s distribution channels include some 5,500 modern trade outlets including supermarkets and hypermarkets; 260,000 stores; and over 9,000 mid-range restaurants, eateries, pubs and bars.



01 Cheers!

Thai Asia Pacific Brewery Adds Cheers To Portfolio



02



03

02 Cheers from Mr Pongtanya (3rd from left) and staff

03 Introducing... Cheers



01

01 Mr Nigel Yeo enjoying a “Special Christmas Brew”



02 Christmas Special Brew - Festive Beer with a tinge of lemon & lime

02



SPB Launches 2nd Christmas Special Brew

“SP Brewery is pleased to launch, for the second year in a row, our ‘SP Christmas Special Brew’ with a new Christmassy and upmarket look,” said SP Brewery General Manager Mr Nigel Yeo.

Like the year before, the “Christmas Special Brew” was brewed for the Christmas season and available only from November to December. But unlike previously, the latest “Christmas Special Brew” was packaged in a clear glass bottle with a new label decked with Christmas elements that

would serve to trigger the festive feeling in consumers.

“The Christmas Special Brew was specially designed for Papua New Guineans as they celebrate the season of giving and spread the Christmas cheer,” said Mr Yeo when launching the “Christmas Special Brew”.

The beer has 4.5% alcohol content and comes with a tinge of lemon and lime. It was made available at all bars, pubs, and beer outlets during the festive period.

SPB Conducts BCM & Crisis Management Workshop

SPB was the first APB Opco to undergo the ‘Business Continuity Management (BCM) and Crisis Management’ workshop - conducted from 26 to 27 October 2005.

The two-day workshop held at the Hideaway Hotel, Port Moresby, was attended by 27 SPB senior managers including the management team. The workshop covered various forms of disasters and crisis; implementation strategy for crisis and business continuity management; and media handling in a crisis. A crisis simulated exercise also took place for the participants to practise what they had learnt.

Stressing the importance of being prepared and business continuity in the event of a crisis, Mr Nigel Yeo, SPB General Manager said, “In the unfortunate event of a disaster, BCM provides assurance that business activities will continue with minimal disruption while repairs to damaged facilities are undertaken.”

TIGER Supports RPRSNT

Tiger Beer was the sole alcohol sponsor of RPRSNT (or "Represent") Creative Conference on 14-15 October 2005. It was served to a cutting edge crowd both at the conference and at a series of Tiger Beer sponsored RPRSNT events in Sydney's bars and clubs.

The 2-day event aimed at bringing together leading artists, creative people and entrepreneurs from around the world in a celebration of creative expressions. Speakers were selected from diverse creative fields including fashion, film, graffiti, tattoo art and design. The theme of the conference was 'What does the artist want to represent? As a person; through your work'. In addition to presentations, RPRSNT also featured gallery exhibitions and social functions throughout the week.



Insight 300 Seconds

As part of its continuing arts advocacy program, Tiger Beer sponsored *Insight 300 Seconds*, an international short film competition aimed at finding the next generation of filmmakers from around the world.

In its second year, *Insight* officially launched its 2005 showcase in its home city of Sydney, where about 1,200 guests beheld the premier screening of this year's top 10 films.

Similar crowds gathered to celebrate the winning films with Tiger Beer as 300 Seconds toured to Melbourne, Brisbane and Auckland. Promotional materials featuring the Tiger Beer logo ran in magazines, on associated websites and posters from the launch day of the competition in April 2005 to the event wrap-up in October 2005.



01 | Rhys Ifans (Centre) enjoying a bottle of Tiger Beer

Tiger Beer, Rhys Ifans & Wonderland

What do they have in common? Tiger Beer was the exclusive beer served at Wonderland's inaugural launch party, and Rhys Ifans, a veteran of British cinema starring in over 30 films and TV shows, was amongst the guests on 18 September 2005.

The party which took place at the start of London Fashion Week was well attended by over 200 fashion designers, models and celebrities, during which, Tiger Beer was served in stylish silver chillers.

Wonderland is a bi-monthly UK lifestyle magazine, targeted at affluent men and women between the ages of 25 and 45. The publication is primarily based across metropolitan areas in the UK and in the key cities throughout Europe, the US and Asia.



01 | Publicity Poster of RPRSNT



01 | James Wong, GM of TEPL (3rd row, 2nd from right), joins in TUK's family photo



02 | Dragon Boat race on Oxford's idyllic Cherwell River

03 | Always start a meal with Tiger Beer

Tiger Takes Disneyworld By Storm

The world famous Disneyworld in Orlando, Florida, is discovering the Tiger.

Extending Tiger Beer's growth in the USA, TUSA has brought Tiger Beer to Epcot, Animal Kingdom and The Swan & Dolphin - and that is naming but a few of the resorts in Disney's premier property that sells Tiger Beer!

Tiger Beer recently also participated in the Epcot Food and Wine Festival as part of the Singapore offering, amongst 30 over countries and with 150 different beer brands. During that 6 week festival, Tiger Beer was the NUMBER ONE beer sold! As a result of the vote of popularity, Tiger Beer would be added to the Disney Gold Standard listing in April 2006.

This is an enormous coup for the brand as it will then be listed in all of the resorts' hotels, bars and clubs, banquet halls, conference centres, golf courses and restaurants in Disneyworld. Thus, increasing the profile and prominence of Tiger Beer in USA.

02 | Enjoying Tiger Beer at Epcot's International Food and Wine Festival

01 | Epcot @ Disneyworld



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TUK's 1st Away Day

The dreamy spires of Oxford provided the perfect backdrop to Tiger Beer UK Ltd's (TUK) very first Away Day. The 2-day conference was organised to mark the birth of TUK, and provide an experiential get-together occasion for the 31 Tiger Beer members.

The event was a huge success in delivering the company's business focus and objectives for 2006. There were also the fun elements in team building activities such as a treasure hunt, dragon boat race, and even an Asian version of the UK popular gameshow 'The Generation Game' with chopsticks!

Back To The Road Less Trodden - West Papua



01 | A tribesman in Timika, West Papua, enjoying a puff & Tiger Beer.

Tiger Beer is now back in Irian Jaya (also known as West Papua) after an absence of more than 15 years. West Papua, which is the western half of the island of New Guinea, is located in north of Australia. It is home to some 2.5 million people, where around 1.3 million of whom are indigenous West Papuans. The country is rich in minerals and resources, and has enormous tracts of untouched wilderness. It is also home to some of the most diverse bird and marine life in the world.

Tiger Beer is currently one of the two beer brands being distributed in West Papua.

New Look & Taste For Brands In Sri Lanka

Determined to achieve greater success for its brands in Sri Lanka, United Breweries Lanka Limited, now known as Asia Pacific Brewery (Lanka) Limited (APB Lanka) wasted no time in rolling out its brand strategy in Sri Lanka.

To boost the appeal of the *Kings* and *Bison* brands under its existing portfolio, the brands have taken on a more contemporary and distinctive image and packaging. At the same time, while adhering to the strict brewing standards of APB, the brands' formulae have been enhanced to better cater to the palates of the drinkers locally.

In line with the makeover, a series of marketing efforts have been designed to stimulate trial and stir excitement. Amongst the activities targeted at discerning consumers of adult drinking age included an under-the-cap consumer promotion with instant cash prizes and beer redemptions; and an extensive advertising campaign which includes branding the beer outlets in Sri Lanka to ensure top-of-mind brand visibility.

On the initiative, Mr Edmond Neo, Chief Executive Officer, APB Lanka, said, "We hope to create enduring bonds with our consumers in Sri Lanka through brand trial, communication and experiences. At the same time, we shall utilise capabilities in sales, marketing, merchandising and distribution to win over the consumers at the point of connection."



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Brand labels before and after the makeover

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A publicity poster for Kings Lager