

July 2006

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In China

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ASIA PACIFIC BREWERIES LIMITED

ON TAP

Asia Pacific Breweries Around the World



JVA Signing Ceremony for
Lao Asia Pacific Breweries Ltd

APB Acquires Stakes In Indian Breweries



01 | AUBL's brewery in Maharashtra

Marking its first foray in India, APB has acquired an initial 76% stake in Aurangabad Breweries Limited (AUBL) which owns 2 breweries in Maharashtra and Goa. The deal which was announced in May 2006, includes an entitlement for APB to increase its stake in AUBL to 100% by end 2008.

Said Mr Koh Poh Tiong, Chief Executive Officer, APB, "In the last 16 years, our focus was mainly on South East Asia, Indochina, Australasia and China. As our breweries in these markets have shown good growth, it is timely that we look beyond our current markets and set our sights on South Asia for our next wave of regionalisation."

"While our investment in AUBL represents our second foray in South Asia, after our entry into Sri Lanka last year, it marks our first footprint in India. The investment is a continuation of our growth strategy to venture into emerging markets to capitalise on the inherent growth potential of emerging economies. Additionally, it presents new market opportunities for us to bring APB's corporate brands, such as Tiger, Anchor and Baron's Strong Brew into the

Indian beer market. Such equity investments in emerging markets like Sri Lanka, Mongolia and now India, represent the planting of seeds for these breweries to take on the role of prime contributors to the next wave of growth for the Group," added Mr Koh.

AUBL operates 2 breweries in the states of Maharashtra and Goa; and together they have a combined annual production capacity of approximately 250,000 hectolitres. AUBL produces and markets local beer brands including Cannon-10000 and Arlem.

On why APB is keen on the Indian beer market, Mr Koh explained, "The obvious attraction of the India market is its size and growth. The beer market has been growing at a compounded rate of over 7% annually and growth is expected to accelerate, as deregulation gains momentum across the Indian states. The beer market is also anticipated to grow strongly on the back of a growing young and affluent middle class. Our investment in AUBL places APB in a good position to ride on the economic growth of India and the accompanying growth of the Indian beer market."

The total beer market in India is just under 8 million hectolitres per annum, and this translates into a per capita consumption of less than 1 litre. The low per capita consumption signifies a growth opportunity in a country with a population in excess of 1 billion people. With almost 50% of the population in the 21-59 year age group, the potential for growth in beer consumption remains high.

Apart from favourable demographics, India's GDP is expected to grow at a rate of over 7% annually. In view of such positive key growth drivers, APB anticipates the Indian beer market to offer good growth prospects.



CEO's Message

New Investments And Sweating Assets

Of late, APB has further extended its geographical boundaries by gaining entry into Sri Lanka and Mongolia and then India and Laos. As an expansionist company, these moves highlight our intent to actively pursue worthy opportunities in the region to add real and sustainable benefits to the Group's bottom line. While we can expect more of such strategic alliances, mergers and acquisitions ahead, we must also ensure that these newly acquired businesses and investments are effectively managed to deliver the growth and profit gains which we anticipate.

Our profit growth must always outperform our territorial growth. Given the increasing investment and operating costs that come with each new investment; and in view of the intensification of competition in the region, the need to quickly turn these businesses into profit generators has become more pressing than ever.

It is one thing to be able to identify and then acquire brewery assets, but, it is ultimately most important that we have capable people within our ranks who are able to sweat these assets and raise their profit profile to what we have come to enjoy in recent years. This is our first and paramount responsibility. We must never commit the error of resting on our acquisitions and assuming that the battle is already half won - it has not even begun! We are fortunate that over the years, we have been able to nurture our talent pool and form formidable teams for all of our brewery assets.

The commitment and support of our staff are therefore critical factors for our success. It is imperative that each opco continue to recruit and retain the best team of human resource possible and leverage on their expertise to continually identify sources of growth to achieve the desired results. Equally critical is the need for a conscious cost control management effort to translate

savings into earnings. With all these combined, I am optimistic that these new opcos can soon become key profit contributors sooner rather than later.

Likewise, the same set of principles applies to all other opcos - be it new or old. While we may have made good progress in recent years, we must not rest on our laurels and neglect the increasing competition led by the international brewers which have turned to this part of the world in search of growth. Instead, we must be proactive to ensure no opportunity slip us by and be constantly prepared for challenges heading our way.

Let's not forget our mission to "globalise" the Tiger brand and extend our list of 60 markets where the brand is currently available. At the same time, we must keep a keen eye on driving the popularity of Tiger in our existing markets and also seek out growth opportunities in new markets. I look forward to the day when Tiger becomes the most widely brewed and exported beer brand that is embraced by consumers in both the east and west.

It is rare for any company to be associated with one knight of the realm, but in APB, we boast of have two such knights who have been recognised for their contributions to their countries. On this note, I wish to congratulate Sir Joseph James Tauvasa, Chairman of South Pacific Brewery on being bestowed the Knight Commander of the Order of the British Empire for services to the Government, Commerce and Manufacturing in Papua New Guinea in June 2006. His knighthood marks the second in APB, following Sir Colin Maiden, Chairman of DB Breweries who was knighted in 1991 for services to Education and Business Management in New Zealand. APB is proud to be associated with them and trust that their sound stewardship and valuable contributions will continue to ensure that our breweries fly high in their respective markets.

Koh Poh Tiong
Chief Executive Officer
Asia Pacific Breweries Limited

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Editor : Shirley Poo
Advisor : Sarah Koh

APB Makes Maiden Entry Into Laos



01

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LAO ASIA PACIFIC BREWERIES LIMITED
JOINT VENTURE AGREEMENT SIGNING CEREMONY
BETWEEN THE GOVERNMENT OF THE LAO PEOPLE'S DEMOCRATIC REPUBLIC
(REPRESENTED BY THE MINISTRY OF FINANCE)
AND ASIA PACIFIC BREWERIES LIMITED
VIENTIANE CAPITAL 30.05.2006



02

01 | A deal signed and sealed. (L-R) - Mr Chris Kidd, Regional Director IndoChina; Mr Koh Poh Tiong, CEO, APB; Mr Somdy Douangdy, Deputy Minister, Ministry of Finance; Mr Houmpheng Souralay, Director, Committee for Planning and Investment.



Mr Koh (left) and Dr Thongloun Sisoulith, Deputy Prime Minister of Laos and President of Committee for Planning and Investment (right)

02

On 30 May 2006, APB partnered the Government of Lao People's Democratic Republic to form Lao Asia Pacific Breweries Limited (LAPB). The new joint venture, of which APB holds the majority stake of 68%, will build a greenfield brewery outside the Lao capital of Vientiane. With an initial capacity of 300,000 hectolitres per annum, the plant is expected to be operational by 2007.

Explained Mr Koh Poh Tiong, Chief Executive Officer, APB, "The construction of LAPB is a continuation of our ongoing expansion into new emerging markets in the Asia Pacific region. Lao PDR forms the final piece of the Indochina region jigsaw puzzle for APB as we already have breweries in Cambodia, Vietnam, as well as neighboring Thailand."

"LAPB marks another new market to brew, distribute and sell our flagship brand, Tiger. This is in line with APB's vision to become the leading brewer in the Asia Pacific region and for Tiger to become the leader among pan-Asian beer brands. We are confident that Tiger, distributed in more than 60 countries around the world, will be able to capture a significant slice of the Lao beer market," he said.

Going beyond just import and distribution, the setting up of a local operation in Laos now allows APB to market its brands more extensively throughout the country. As APB continues to set its sight on the Asia Pacific region for opportunities of fresh income streams, this latest investment in Laos will conclude APB's complete presence within the IndoChina region and underlines APB's firm position in actively pursuing greater returns from these fast-developing economic markets.

Mr Koh elaborated, "Our beers are already well-accepted in Cambodia and Vietnam and together, the two countries account for 33% and 46% respectively of our revenue and PBIT in the last financial year. LAPB will contribute to the growth from the Indochina market in the years to come. With the opening up of the Laotian beer market, we expect Indochina to continue to be one of our key profit generators as the beer market is still young and shows great potential for further growth."

When the construction of LAPB is completed, APB will be the only beer company to own strategic stakes in breweries in six of the nine countries that form South East Asia i.e. Singapore, Malaysia, Thailand, Cambodia, Vietnam and Laos.

APB Commits To Increase Capital Investment In APB Foundation To S\$20 million



01

01 | Last April, APB Foundation got behind the APB Foundation - SVO Specialist Team (Palliative Care) Project which enables medical experts from Singapore to impart to Vietnamese healthcare givers, palliative care practices that have been successfully implemented in Singapore.

Renewing its commitment in the communities to better serve societal needs both in Singapore and the Asia Pacific region, APB has committed to increase the capital of the Asia Pacific Breweries Foundation (APB Foundation) by another S\$10 million to S\$20 million. To mark APB's 75th anniversary on 14 April 2006, APB has disbursed an additional S\$2 million to the APB Foundation.

The APB Foundation is APB's main conduit for community

development. Instituted in 1994, the APB Foundation is focused in three key tenets of giving, which are Creativity Development, Achievements in Excellence and Humanitarian Awards.

The pledge to top-up its seed investment in the APB Foundation demonstrates APB's commitment to extend its reach in social service and play up its engagement in the communities. Mr Koh Poh Tiong, Chief Executive Officer, APB and Chairman, Executive Committee, APB Foundation, explained, "One of the objectives of the APB Foundation is to play a constructive and developmental role in building more effective communities by focusing on providing stability and supporting human development, both at home and in the Asia Pacific region. Given APB's growing presence in this part of the world, it makes sense for us to extend our engagement in the communities and neighbourhood in which we have built our breweries."

The APB Foundation seeks to collaborate with partners who share its goals of bringing education, training and self-help to the communities. The objectives of such initiatives are to enable the beneficiaries to rise up stronger, move beyond their own difficulties, achieve independence; and, finally, to contribute to their own communities.

Over the last 12 years, the APB Foundation has supported over 150 causes to develop creativity, fostering human excellence and supporting humanitarian causes.

Guinness Malaysia Gets Asian Hero Recognition

Following its latest win of the Best of Show honour during the Direct Marketing Asia Awards 2005, the Guinness team from Malaysia reaped further recognition when it recently won the Best Relationship Marketing Programme for 2005 at the inaugural Diageo Asian Hero Awards 2005 celebration in Perth, Australia.

The award is an initiative by Diageo PLC to recognise marketing achievements of its beverage and alcohol brands in the markets of Asia and China.

In Malaysia, Guinness' relationship marketing programme which was designed to ensure regular connection with Guinness drinkers has enabled Guinness to successfully build brand affinity and loyalty amongst its members.

All those who sign up as members receive a bi-monthly Guinness Insider Newspaper and are greeted by personalised mailer-greetings from Guinness during special occasions like the Chinese New Year and on their birthdays. What's more, members get exclusive invitations to events such as the Guinness MasterClass, a Guinness appreciation session that comes with a sumptuous banquet.



01

01 | Guinness brand team & OgilvyOne poses with the Best RM Programme trophy

It is worthy to note that Guinness, through its direct marketing agency in Malaysia - OgilvyOne, has bagged many international and local recognitions for the strategy, creativity and effectiveness of its direct marketing efforts. Their most notable achievements include the Best of Show and Best Strategy at DM Asia 2005 as well as the win at the Cannes Lion Direct 2004.

TAPB Scoops Up Four Heineken Awards

Amongst its peers, TAPB received the highest ratings in the various categories to claim the following awards:

1. **'Heineken Quality Award 2005'** – based on taste test scores, analysis results, freshness and quality of the product in the market.
2. **'Heineken Brewery Award 2005'** - based on combined score in product quality and ex-brewery packaging quality.
3. **'Heineken Sales & Distribution Award 2005'** - based on combined score in Sales and Distribution oriented packaging quality and freshness of product.
4. **'Heineken Quality Award - The Most Improved Operation 2005'** – based on highest increase in combined score in product quality, ex-brewery packaging quality, and quality of the product in the market.

TAPB was honoured for its achievements at the official Quality Award Ceremony in Amsterdam on 29 June 2006.

Let's all congratulate TAPB for their outstanding effort and glorious win!



01 | Europe bagged the win eventually

Heineken Gets Behind Inaugural Royal Trophy In Thailand

Thanks to *Heineken*, the Royal Trophy, a new worldclass golf tournament, made its debut at the Amata Spring Country Club near Bangkok from 7 to 8 January this year.

Like an abbreviated Ryder Cup type golf event, the tournament saw eight best known golfers from Europe such as Henrik Stenson, David Howell and Paul McGinley amongst others; playing against eight star players from Asia including Thailand's Thongchai Jaidee, Japan's Yasuhiro Imano, and Chinese player Zhang Lian-wei.

While the vastly more experienced players from Europe may have claimed victory, it was not before they had to overcome a gallant fight put up by the never-say-die Asian golfers. Apart from taking home the Royal Trophy, the winning team also received a cash prize of 40 million baht.

Creating quite a stir in Thailand's golf fraternity, the event drew an attendance of over 11,000 fans at the Amata Spring Country Club on the final day.

Kingway Opens New Brewery In Dongguan And Tianjin...

Extending its production base beyond Shenzhen, Kingway Brewery Holdings (KBH) opened its fourth brewery in Dongguan on 13 February and its fifth plant in Tianjin on 27 May. The milestones closely follow the brewer's commissioning of the new 2 million-hectolitre facility in Shantou just a year ago.

Said APB's Regional Director for China, Mr Rick Linck who was at the Opening Ceremony of Kingway Brewery (Dongguan), "Over the years, Kingway brand's growth has been remarkable. We are confident that the opening of this brewery will allow the Kingway brand to grow further in this affluent region."

The Dongguan and Tianjin plants add another 4 million hectolitres to KBH's total brewing capacity, bringing it to 10

million hectolitres today. With the *Kingway* brands currently commanding some 50% of the Dongguan market, the boosted capacity in Dongguan is much needed to aptly fulfil both the current and potential demand at home as well as from neighbouring Guangzhou markets. Meanwhile, the Tianjin plant will support Kingway's expansion plan in the capital city of Beijing.

Today, KBH operates five plants in China - two in Shenzhen and one each in Shantou, Dongguan and Tianjin. Aligned with of its plan to expand beyond its home province of Guangdong, KBH is building two more new breweries - one in Xi'an, the capital city of the Shaanxi province; and another in Chengdu in the Sichuan provincial capital.



01



01 | A snap shot of the new Dongguan Brewery
02 | Mr Rick Linck delivering his speech at the brewery opening in Dongguan

...While Dafuhao Starts Operation In Wujiang

8 May marked the official opening of Jiangsu DaFuHao Breweries' (Dafuhao) Wujiang brewery (i.e. Suzhou Branch Company) which was acquired in August 2005.

The 10-year-old brewery which added new equipment from brewhouse to fermenters to packaging lines, is now ready to supply some 500,000 hectolitres of *BBOSS* and other *Dafuhao* brands in Wujiang and the surrounding areas namely Suzhou, Taicheng and the northern region of Zhejiang Province each year.

With its additional production capacity and capability in Wujiang, Dafuhao is now able to more adequately fulfil the increasing demand and maximise its growth potential in these cities. To enhance its brewing operations for volume growth and further propel its expansion in Jiangsu and beyond, Dafuhao plans to further boost the annual production capacity of the Wujiang plant to 2 million hectolitres eventually.



01



01 - 02 | The Wujiang brewery - up and running!

02

"Red Devil" Vs "Red Machine" At Tiger Dome

Living up to its promise to bring novel and exciting ways for fans to experience football such as watching "live" football matches, *Tiger* did it again when it gathered more than 3,000 fans of both the 'Red Devil' Manchester United and 'Red Machine' Liverpool at the Tiger Dome, Suan Lum Night Bazaar on Saturday 18 February, 2006.

What had kept the fans going while they were rooting for their favourite teams was none other than their all-time favourite *Tiger*. In addition to an exciting game and great beer, the event also provided entertainment and fun games during intermission. A booth offering exclusive *Tiger* premiums was also available for those who were keen on *Tiger* souvenirs.



Tiger Translate Kicks Off With A Blast In Shanghai



Tiger kicked off the first of its series of 2006 Tiger Translate events in Shanghai on 21 April. Following this and the recently held event in Dublin in May, Translate will also go to countries such as Auckland, Dubai, Copenhagen and Korea later this year.

The event took place at Bund 18 Art Gallery that overlooks the magnificent Shanghai Bund. Opening the Translate party with a big bang was a stunning performance staged by UK chart topping band from Bangkok-based, Futon. Complementing the sound of arts were also works of arts by local artists that were showcased to complete the contemporary Asian experience.

While Tiger Translate is a platform which Tiger leverages to associate with visual arts and music, the event has also served as the launch pad which unveiled the new image and packaging of Tiger and Tiger Crystal (previously known as Tiger Crystal Lite) in Shanghai.



02 | Translate presents a vibrant vision of Asia through cutting edge Asian creation

03 - 04 | Futon rocking the crowd in Shanghai

With Tiger's new contemporary and sleeker look, backed by its lifestyle platforms such Translate, the brand is set to further boost its "cool" quotient and connection with consumers in China.

01 | Tiger Crystal's cool new look

New TV Commercial For REEB



Lifting the brand image of Reeb to a new high, Reeb's latest TV commercial that was first aired on 17 March on the main television channels in Shanghai, boasts to be the first in the cosmopolitan city to have adopted the parabola shooting technique in its visual treatment.

To highlight the refreshing taste of Reeb, one that can be enjoyed at just anywhere, the commercial initially showcased two men drinking Reeb in a pub on the bund of Shanghai before turning into a scene showing the same two people

savouring their favourite Reeb on the ice of Antarctica. To give the advertisement a better sense of reality, the "Antarctica" scene was shot in an icy lake surrounded by snowy mountains in Xiangjiang province, northwest China.

The TV commercial aptly complements the series of Reeb consumer promotion in Shanghai and Jiangsu. Amongst them is a 5-month Under-The-Cap promotion which offers a total prize value of up to RMB 30 million.

SAPB Launches Pilsener And Reeb Antarktisk Beer



To grow the mainstream plus segment of Shanghai beer market, as well as to improve its brand portfolio and enhance the brand equity of Reeb, Shanghai Asia Pacific Brewery (SAPB) launched two new brands namely Pilsener and Reeb Antarktisk beer in January and March 2006 respectively.

Positioned as a refreshing beer with a European Heritage, Pilsener comes in a 500ml flint bottle. Available at mid-range restaurants in the suburbs of Shanghai, Pilsener has been warmly received since its debut early this year.

As its name suggests, Reeb Antarktisk beer's special recipe is inspired by Reeb's long term sponsorship of the China Antarctic Research Expedition. The beer offers a crisp and refreshing taste, and in its 700ml flint bottle, the brand comes across as a premium brew.

Endorsed by members of the expedition team, Reeb Antarktisk beer has been offered to Shanghaiese beer lovers since March 2006.



01 | Mandarin King of Pop, Jay Zhou



Anchor Gets "Hip" With Jay Zhou's "Incomparable" Concert 2005

What better way to up the "hip" quotient of Anchor than to associate the brand with the hottest concert in town? Doing just that, Anchor got behind the heart-thumping concert staged by the undisputed Mandarin King of Pop Jay Zhou who performed at the Guangzhou Tianhe Sports Stadium on 17 Dec 2005.

The concert in Guanzhou was the last leg of the artist's sold-out concerts in Taiwan, Hong Kong and various Chinese cities including Shanghai, Beijing and Shenzhen. Voted the most popular artiste in Asia for 2005, Jay Zhou's "Incomparable" concert saw thousands of fans turning up to see their idol in person.

Anchor, being the exclusive beer of the event, was prominently branded and well positioned through the platform which was rightly pitched at its target consumers. Without a doubt, the sponsorship was an excellent way of enhancing the "hip" factor of Anchor.

Anchor's Beer Ambassadors Dons New Uniform

To reinforce Anchor's cool and contemporary image, HAPCO unveiled a new uniform for its beer ambassadors in Hainan on the day of the Jay Zhou's concert. Moving away from the original one-piece uniform, the beer ambassadors now sport a two-piece attire that combines comfort, heritage and modernity.



01 | Our beer ambassadors in their new and stylish Anchor uniforms

South Pacific Brewery Chairman Knighted



Sir Joseph James Tauvasa, Chairman of SPB has been awarded the Knight Commander of the Order of the British Empire (KBE) for services to the country, government, and the business community of Papua New Guinea (PNG). He was one of four distinguished knights announced on 17 June for the Queen's Birthday Honour list.

For over a decade, Sir Joseph has provided SPB with sound guidance and direction. His strong dedication and stewardship have led SPB to emerge as one of the most successful organisations which makes significant contribution to PNG's economy. What's more, Sir Joseph has also ensured that SPB maintains a good rapport with the local community. Through its numerous sponsorship initiatives, SPB today, has been embraced as a keen supporter of social, cultural and sporting development in PNG.

Sir Joseph said, "As Chairman of S P Brewery over the last 14 years, I feel an immense pride in leading the company to what it has attained, including the numerous sponsorships of social, cultural and sporting developments. Of particular is that SP Brewery has earned itself a worthy reputation in the manufacturing industry as a major contributor to the state's revenues in product excise and other taxes."

General Manager of SPB, Mr Nigel Yeo commented, "We at SPB are extremely proud that our Chairman has been awarded this knighthood which he truly deserves. Not only has Sir Joseph given us steady guidance and invaluable counsel over the years, he has always been extremely supportive and caring of the staff at SPB. We send him and Lady Aivu our heartiest congratulations and wish them all the very best."

Educated in PNG, Australia and the USA, Sir Joseph has held various positions in the public sector since 1966 as Deputy District Commissioner, Director of Civil Aviation Authority, Transport Secretary, and Chairman of Air Niugini. He has served as President Institute of National Affairs, President of PNG-Australia Business Council, Chairman of Niugini Insurance Corporation, Chairman National Events Council, and held directorships in Lihir Gold Ltd, Westpac Bank, National Roads Authority, and the Century Group of Companies. Among all these, Sir Joseph will be fondly remembered for developing the National Pledge which school children recite each day throughout the country.



SPB Promotes Responsible Alcohol Consumption...

To raise public awareness in Papua New Guinea on the importance of responsible alcohol consumption, SP Brewery General Manager Mr Nigel Yeo went on the popular radio station - FM 100 'Talk-Back' programme on 10th February to spread the message of "Enjoy Responsibly" when they drink.

The message "Enjoy Responsibly" is also being tagged to SPB's brand posters and point-of-sale materials to serve as an ongoing reminder to the consumers.

Prior to SPB's effort to educate the masses; SPB had also launched its revised Alcohol Policy in November last year. The SP Brewery Alcohol Policy was in place before year 2000 but was recently updated and published as a booklet for all SPB staff. The policy covers different aspects such as Benefits of Sensible Drinking; Alcohol and the Work Place; Underage Drinking; Alcohol and Pregnancy; Drinking and Driving; Sponsorships, Promotions and Advertising and Alcohol and Drugs.

....And Launches The SP Sports Awards In Recognition Of Sports Talents

On 31st January, SPB launched the prestigious SP Sports Awards 2006 to give recognition to outstanding sporting achievements in 2005. As a sponsor, SPB encourages everyone in the country to take this opportunity to nominate their favourite sports personalities, administrators, officials and sports journalists for the Award.

Into its 14th year, the SP Sports Awards received yet another year of record nominations. A Gala Presentation Night was held on 27th May 2006 whereby winners were presented with the Award.



01 | 2005 Sportsman of the Year Ryan Pini (left) receiving an award from SPB GM Mr Nigel Yeo (right) last year

01 | SPB HRM Mr Jerry Atahu (left) presenting an award to a local artist



02 | Music to the ears!



SP Lager Hits The Right Note

After a successful SP Music Awards last year, SP Lager will continue to maintain its close association with music by leveraging on this platform to further reach out to its target consumers in PNG. This year, the brand has sponsored the SP Weekly Hit Parade - a weekly countdown of the country's top local artists requested by listeners of the popular Yumi FM radio station.

This programme which is on air since January this year will culminate in December with a list of the Top 100 local artists

for the year rounded up. The list of artists selected through this programme will be used as the basis for nominations and selections for this year's SP Music Awards to be held later in the year.

Along with this programme, SP Lager will be bringing top artists selected from the respective months to tour and perform at outlets in the main townships of Port Moresby, Lae, Kokopo and Goroka. What better way to let fans of SP Lager enjoy great beer and great music all at the same time?

DB Innovates To Meet Consumers' Demand



DB Breweries introduced its first ready-to-drink beverage (RTD) into the market on 27 March. *Barrel 51*, a 5.3% alcohol by volume bourbon and dry cola mix, marks the first in a number of product innovations DB plans to bring to the New Zealand market this year.

Mr Brian Blake, DB Breweries' Managing Director, said that for DB to continue to grow, it needs to respond to consumer needs with a wider range of products. He explained, "Our priority is to innovate for growth. We recognize that consumers have more choices available and that their brand and category repertoires have grown. We want to actively compete for a share in alcoholic beverage occasions."

DB's future innovations will stretch across the beverage market and include new beer styles and packaging systems. It will maintain a very strong focus on introducing such products to complement its existing beer business.

TUI Forceback World Series



01 | The Outback was crowned the winner

Mangatainoka, where TUI brewery is located, served up a large slice of backyard Kiwi culture in early March when it played host to the inaugural Tui Forceback World Series – one of the many competitions organised by TUI for its fans to enjoy a beer and win great prizes. The chance to compete in this unique rugby contest drew 64 teams from around the country representing the "world's elite" to the South Wairarapa town in the hope of being crowned the "Forceback Champion".

Amidst all the fun, money was raised from the sale of beer, food and bracelets on that day and donated to the Mangatainoka Rugby Football club for the restoration of the club's grandstand.

Tiger Beer Asian Reunion Banquet – A Fusion Of Food, Art And Theatre



01

01

Master of the house



02

02 | "The Pretty Women of Chu" is performed by dancers

Five lucky drinkers of *Tiger* and their friends were treated to a night of pure indulgence on 11th March at the Tiger Beer Asian Reunion Banquet. Earlier this year, *Tiger* ran a competition in selected supermarkets around the country offering New Zealanders a chance to win a place for themselves and seven other friends and family members to experience a truly unique and innovative experience.

The winners and their guests were flown into Auckland where they were ushered into a traditional oriental salon. Over there, they were presented with *Tiger* and "Trays of Togetherness" – customary Chinese goodies which symbolize good health, unity and fertility. The guests were also treated to a dance performance titled "The Pretty Women of Chu" – a dance traditionally performed as a welcome to the Emperor.

To enhance the overall visual enjoyment, an ever-changing backdrop of oriental mystique with breathtaking Asian-inspired images were projected onto the 22-metre long walls on both sides of a 55-seat banquet table.

Of course, the main highlight of the evening was none other than the five-course Asian banquet which served dishes that augur good fortune for the New Year.

"The Reunion Banquet is traditionally a time to get together with family. We wanted to reunite winners with close friends and family for a once-in-a-lifetime Asian banquet experience. We could have just given them a great meal however we wanted to provide them with a total experience; great food, theatre, stories, visual art and the magic that came with the whole *Tiger* Asian Reunion Banquet experience." said Winston Seow, *Tiger* brand manager.



VBL Adds Coors Light To Portfolio In Vietnam

26 May 2006 saw Vietnam Brewery (VBL) adding Coors Light, one of America's best selling brews to its portfolio in Vietnam. This came as a move to further strengthen its leadership position in the premium beer segment and to cater to the increasingly discerning palates of sophisticated contemporary Vietnamese.

Making its debut in Vietnam, this premium light beer owned by Molson Coors Brewing Company based in Colorado, USA, will be exclusively brewed by VBL in the south for distribution to selected western, premium local bars and beer gardens in key cities such as Hanoi, Hai Phong, Da Nang, Nha Trang, Ho Chi Minh City and Can Tho, Bien Hoa amongst others.

The move to brew *Coors Light* is also timely as VBL has recently completed its production capacity expansion by 50% to 2.3 million hectolitres per annum.

Mr Chris Kidd, Regional Director, Indo-China, APB, said "*Tiger and Heineken have risen to the stature of market leaders in Vietnam's premium beer segment and are the key volume drivers for APB. However, we believe that the consumers in Vietnam are open to wider choices. We have found Coors Light to complement our existing portfolio of beers and is a good addition to cater to Vietnamese who seek premium brands but with a lighter taste.*" Famous as the ice cold beer from the Rocky Mountains, *Coors Light* has a cold, crisp taste but with a standard alcohol content of 4.1%. The brand has been a favourite with American consumers for decades and is now available in over 30 countries globally. Given APB's marketing and distribution expertise in Vietnam, APB trusts that the brand too will become a popular choice with the Vietnamese.

Confident that Vietnam will continue to fly high as one of APB's best performing markets, Mr Kidd explained, "A key success formula for APB in many of our markets has always been the multi-brand portfolio strategy where we strengthen our ability to offer a diverse range of choices to suit consumers' varying needs. Likewise for Vietnam; *Tiger, Heineken, Anchor, Bivina, Amber* and now, *Coors Light*, will collectively strengthen our portfolio to aptly cater to the premium, mainstream and economy segments of the beer market. Furthermore, the enhanced capacity places APB in an even better position to meet the rising demands for our brands in Vietnam."

Vietnamese beer lovers can look forward to the same authentic Rocky Mountain taste of *Coors Light* as it is brewed using only the finest ingredients in APB's state-of-the-art brewery, retaining the same authentic taste that has been popularly enjoyed for generations in the USA.

Tiger Beer Double Happiness Game Show Returns For A 2nd Season!

Being a widely-held and much celebrated occasion in Cambodia, wedding events present great opportunities for *Tiger* to boost its position as the No. 1 premium beer in Cambodia. Cambodia Brewery has thus continued to leverage on wedding events to connect *Tiger* with its young consumers and make it the preferred beer of choice. This has been successfully carried out through its promotions, press publicity, above- and below-the-line advertising, as well as a TV game show aptly titled "Tiger Beer Double Happiness" which has been rated as the No. 1 prime-time programme on the most-watched TV station in Cambodia – CTN.

Into its second season, the game show will be giving away a freehold villa located right in town. This beats the grand prize for the last season - a brand new Mercedes Benz, which was already dubbed the best prize ever given in a promotion in Cambodia.

Additionally, to support the brand proposition of bringing the world's best to Asia, viewers were shown different cities around the world such as New York, Paris, Tokyo and London. The format also took a twist this year as the game show was opened to drinkers of *Tiger* as well as married couples. The show incorporated roving teams which comprised hosts and crews of "Tiger Beer Double Happiness" as they visit drinking outlets, shopping centers and parks where people on the streets were able to play games and meet the personalities from the show. Needless to say, the programme was yet another success!

01 | This year the game show continued to enjoy overwhelming success



01

On 29 January, *Tiger Beer* USA put **FU** (Chinese character symbolizing wealth, luck, good fortune and joy) into **FUN** for Chinese New Year (CNY) across the United States. The Lunar New Year, a tradition celebrated for thousands of years in China and a host other Asian countries, is also hundreds of years old in its adaptation in the U.S. While other beers become synonymous with their adopted holidays (e.g. Guinness is to St. Patrick's Day as Corona is to Cinco de Mayo), *Tiger's* opportunity to be one of the same to CNY was solidified.

Playing-up the **FUN** element, *Tiger* offered Fortune telling by **Madame Tiger**; **Airbrush Calligraphy Tattoo**; and **Wheel of Chance** which allowed players to place their bets on their Chinese Zodiac Sign in the spirit of roulette. From communication to event set-up, the *Tiger* branding has been aptly and creatively applied to enhance its association with CNY in the US.

Tiger Beer Rocks Williamsburg



Tiger was the title sponsor and exclusive beer at the first Brooklyn Rocks music festival in the Williamsburg ("billyburg") neighborhood of Brooklyn in USA. Located directly across the East River from Manhattan, Williamsburg, in recent years has become a very exclusive neighborhood and a conclave for the New York City artistic community.

The event took place over 4 nights from February 16th to 19th at the hotspots of Williamsburg - Zabloski's, Thrash, Union Pool and Gallapagos. In addition to great music, liberal quantities of *Tiger* were served to the 1,200 attendees who gathered. As anticipated, the festival has positioned *Tiger* as the hip alternative premium import in a very discerning community.

Tiger Is Synonymous With Chinese New Year In US



01 | Airbrush Calligraphy Tattoo Artist gave a contemporary spin to the fine art Chinese writing

Anheuser-Busch Unleashes Tiger In United States

Anheuser-Busch is now the US importer of *Tiger* in the growing import segment of the US beer market. This new tie-up, effective from 1 May, significantly broadens *Tiger's* U.S. distribution opportunities as it gives APB access to Anheuser-Busch's network of nearly 600 independent wholesalers. In return Anheuser-Busch wholesalers will have the opportunity to add to their selection, this exotic and sophisticated Asian beer that has been warmly received in markets such as Europe, Australia and North America.

Pleased to have found the right partner for *Tiger* in Anheuser-Busch, Mr Koh Poh Tiong, Chief Executive Officer, APB said, "We share the same views on how the brand should be marketed and positioned in the vast American beer market, and most importantly, Anheuser-Busch shares our passion and excitement for our brand. We believe that together with Anheuser-Busch, we shall be able to bring *Tiger* to another level of growth in the U.S. market."

Recognising *Tiger* as one of Asia's finest beer exports, Mr August A. Busch IV, president of Anheuser-Busch Inc. said, "*Tiger Beer* is a high-quality, premium brand that is a perfect complement to our growing portfolio of import beers."

Imported beers represent approximately 12.4 percent of the total U.S. beer market, selling 25.6 million barrels in 2005.* The segment grew about 7.2 percent in 2005* and has experienced an average growth rate of 5 percent over the past five years, making it one of the fastest-growing segments of the U.S. beer market.



Benefiting from the growth of the import segment was *Tiger* which recorded high double-digit growth in the US last year. Available in some of the most up-market bars and clubs in the United States, *Tiger's* distribution has been focused on cosmopolitan cities such as New York, Boston, Miami, Las Vegas, San Francisco and Los Angeles.

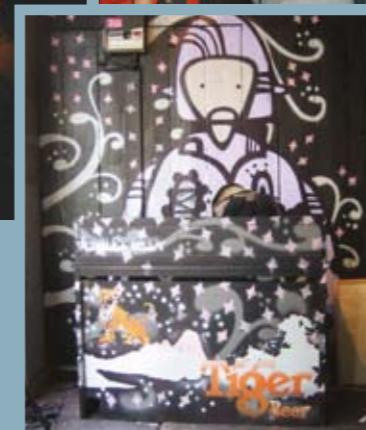
Confident that Anheuser-Busch's wholesaler network will give *Tiger* national muscle and expand *Tiger's* push into high-end bars and clubs across the country, Mr James Wong, General Manager, Tiger Export Pte Ltd, said, "With Anheuser-Busch's excellent sales organisation and strong distribution network, more American beer drinkers all over the United States will soon be able to discover the great taste of *Tiger*. We look forward to working with Anheuser-Busch and its distributors in making *Tiger* a successful brand in the growing imported beer category."

* Department of Commerce Data provided by the Beer Institute

Tiger Served At Some Of The Hottest Venues And Events In The UK



01 | Befitting its image as a premium Asian brew, *Tiger* is served at some of the most upmarket drinking outlets in UK



As a result of its successful event sponsorship and sampling programme, *Tiger* was served at some of the most prominent fashion, arts, media and film events in the United Kingdom over the recent months.

Tiger sponsored two exclusive screenings of *Ashura*, a Japanese samurai manga film, in association with Firecracker Media at the Curzon Cinema, Mayfair and the Edinburgh University Film Society. The exclusive screenings attracted a huge turnout as movie fans were able to preview the film before its general release on 23 January.

In February, *Tiger* also sponsored two after-show parties for cutting-edge fashion labels - Tsubi and Oki-ni, at the London Fashion Week, which provided the perfect opportunity for *Tiger* to be seen and enjoyed by the elite of the fashion industry.

Through its collaboration with one of UK's premium bar operators, Novus Leisure, *Tiger* has been served at 39 outlets since March. These outlets including the aptly named *Tiger Tiger* bars and restaurants, are located in nine major cities in the UK.

Tiger Presents 16 Feet Under In Dubai

In March, *Tiger* held its first mega event in Dubai and thrilled the over 700-strong crowd with an evening of world-class kick-boxing, great DJ-spun music and of course, rounds of *Tiger* beer!

'*Tiger 16 Feet Under*' is a concept which first originated from the United Kingdom. Brought to Dubai for the first time, the event was staged at the Dubai Rugby Club's open-air parking area against the backdrop of Dubai's stunning evening skyline. To create the "street" feel for the event, the venue was encircled by large trailer trucks and suitably bedecked with oil drums, fire torches and graffiti all around.

To ensure that the Dubai audiences get to experience the true action of kick-boxing, professional Thai kick-boxers were specially flown in from Phuket for the event. The president of the Dubai Muay Thai Association was also present to judge the competition and to certify that the boxing ring was structurally safe for all the power-packed action on stage. Overall, the Thai contingent provided great authenticity to the event.



01 | Thai boxing in action



APB Lanka Unveils A New “King”

01



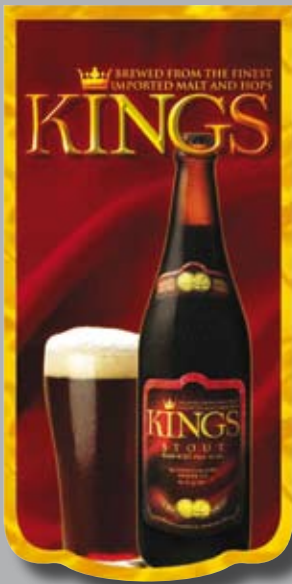
01 - 03

The new look of Kings and Bison

04



02



The “Coronation Ceremony” taking place

04

On 25 Jan 2006, Asia Pacific Brewery (Lanka) Ltd (APB Lanka) unveiled the new and contemporary image of its Kings brands at a gala event held at Colombo’s premier club – The Waters Edge.

Consistent with its theme of Sri Lankan royalty, the ballroom was transformed into a palace where guests and media partners were treated to a spectacular “Coronation Ceremony”. Apart from witnessing the new “King” being “crowned”, the guests were attended to by “royal servants” and served a feast and Kings beer brands befitting of royalty.

The family of Kings brands which consist of Kings Lager, Kings Pilsner, Kings Stout and Bison Xxtra Strong has been given a face lift in their packaging to boost their appeal. The tastes of the brands too have been enhanced to better meet the different needs of its local consumers.

Following the successful launch in the capital of Colombo, APB Lanka also introduced the new Kings to other regional provinces in Sri Lanka. Said its Sales & Marketing Director, Mr James Swee, “We want to spread the word of our Kings portfolio of brands, its improved product quality as well as our company’s credentials to the many retailers around the country. So far, trade response to these events has been very encouraging and we are already seeing an unprecedented increase in our product distribution as a result.”

As part of the launch, a consumer promotion offering drinkers an instant chance to win cash prizes has created tremendous excitement in the Sri Lankan beer market. To reward existing loyal consumers and encourage product trials so as to get acquainted with new consumers, a promotion that gives away free beer was also organised.

Backing up these consumer campaigns was a series of newspaper and magazine advertisements. They served to maximise exposure and promote the image and credentials of the King’s brands.

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