

October 2006

Tiger Signs 3-year Partnership Deal With FC Barcelona

P5

APB Launches Archipelago Brewery Range Of Beers

P8

South Pacific Export Lager Wins Gold At International Beer Awards

P12



ASIA PACIFIC BREWERIES LIMITED

ON TAP

Asia Pacific Breweries Around the World

APB Acquires Foster's Breweries





APB Acquires Foster's Breweries In Vietnam

01 | The Foster's brand will be a complementary addition to APB's brand portfolio in Vietnam that includes the world acclaimed Tiger

To seize intra-market growth opportunities and up its ante in one of its key profit pools – Vietnam – APB has purchased the brewery assets of the Foster's Group in Vietnam. APB, through its wholly-owned subsidiary, Asia Pacific Breweries (Australia) Pty Ltd, entered into a conditional sale and purchase agreement with Australia's Dismin Investment Pty Ltd (Dismin), a wholly-owned subsidiary of Foster's Group Limited, for 100% of Dismin's brewing assets in Vietnam.

The acquired assets include 2 breweries – one in Da Nang in central Vietnam and the other in Tien Giang in southern Vietnam. Their annual brewing capacities are 850,000 hectolitres and 650,000 hectolitres respectively.

Mr Koh said, "While APB has been aggressively expanding our regional foothold by venturing into new Asian territories, it remains vital for us to safeguard and fortify our stronghold position in our key growth markets. With this opportunity to own Foster's established operations in Vietnam, it befits APB's

objective of staying ahead of the league by reinforcing our overall presence in the high-growth Vietnam beer market."

The same deal also gives APB rights to brew, market and distribute the Foster's lager as well as local brands *Biere Larue*, *BGI*, *Flag* and *Song Han* in Vietnam. Together, they will work in tandem with the various APB brands including *Anchor*, *Amber Stout* and *Bivina* to enlarge APB's slice of the mainstream segment which currently makes up about 50% of the total Vietnamese beer market.

The milestone underlines APB's focus to actively pursue greater earnings in the fast-developing economies within the Indochina region. This purchase and the eventual completion of APB's greenfield brewery in Laos by end 2007 is primed to further bolster APB's overall hold in the entire Indochina beer market, where APB is even better-placed to reap bigger volumes in the years to come.



CEO's Message

Exploiting Fresh Opportunities And Rising To Challenges In The New Financial Year

The recent financial year has proven to be exciting and eventful for us all. In the last 12 months, we have embarked on our most aggressive expansion yet - to Sri Lanka, India, Mongolia and Laos. We have also cemented our position in Vietnam by acquiring two more breweries - one in Danang in central Vietnam and the other in Tien Giang in the Mekong Delta.

These recent investments, which have significantly extended our geographic boundaries and brand offerings, demonstrate our on-going commitment to building shareholder value. Within Asia we continue to achieve growth and profitability, in advance of our competition, despite the on-going consolidation in the beer industry and intense brand rivalry.

Our ultimate objective remains to achieve sustainable profitable growth; we must continue to encourage growth by keeping pace with market developments and ensuring our brands remain relevant to consumers and retailers. In short, we must constantly reinvent ourselves and businesses in advance of the competition.

Capitalising on new opportunities and challenges

While the new financial year will present fresh opportunities, it will also bring new internal challenges; such as driving operational synergies, cost containment and talent management. Externally we face an even more competitive landscape from regional as well as global players. Amidst all this, we must continue to boost year-on-year performance.

In light of this, we must all search for new sources of growth within our existing markets. Innovation will be a key to this growth - innovation in brands, innovation in packaging, innovation in communication, innovation in supply chain, innovation in

distribution. Don't be lulled into a false sense of security. Stronger competition is coming, let's all prepare early.

Build brands that 'set the agenda'

Our portfolio of brands is one of APB's most valuable assets. Strong brands are those that have high consumer and retailer loyalty. It is our challenge not only to build volume, but also to build brand value.

My personal passion has been to see *Tiger* and *Heineken* both flourish in Asia. With *Tiger* we have the world's leading Asian beer brand and in *Heineken* we have the world's leading Premium beer brand. What a great combination we have. It's the envy of our competition. These two brands, supported by our other brands, represent our future and it is our duty to nurture and build them both.

A more exciting year ahead

Tiger's 75th anniversary is in 2007. In 1932, a small band of men drew together to create what has become one of the world great Asian brands. We are entering the fourth generation of *Tiger's* leadership and I encourage you to use your best endeavours to lead *Tiger's* strong growth across Asia and the world.

As befits a seventy-fifth anniversary, *Tiger* will roll out some great innovations – in communication, in product, in packaging – and in so doing we hope to continue to build loyal supporters inside our company, and among our consumers.

Colleagues, thank you for your hard work and dedication in 2005-2006, and I trust that together we will have an even more rewarding, exciting and satisfying 2006-2007.

Contents

2-7 Corporate

- APB Acquires Foster's Breweries In Vietnam
- CEO's Message - Exploiting Fresh Opportunities And Rising To Challenges In The New Financial Year
- Ground Breaking In...
... Laos ... And Mongolia
- APB Foundation Sponsors Training For Cambodian Physiotherapists
- Tiger Establishes Three-Year Partnership With FC Barcelona
- Tiger Kicks-off Regional Football Ad Campaign
- VBL Clinches Tiger Quality Award Again!
- Tiger Reigns As A CoolBrand In UK
- A Sensational Night Of Visual Arts And Music At Tiger Translate 06 In Auckland...
... And Shanghai

8 Singapore

- Baron's Clinches Silver At Singapore EFFIES
- APB Launches Archipelago Brewery Range Of Beers In Singapore
- Stay Cool With "Tiger Super Cold"

9 Cambodia / Vietnam

- Anchor - Where The Fun Begins
- Heineken's "Best Bars Of The World"

10-11 China

- HAPCO Unveils New Look Of Tiger
- Anchor Ice Launches New Packaging In South China
- Reeb Antarctic Beer Raises Funds Online
- Tiger Gets Behind Guangdong Modern Dance Festival

12-13 Papua New Guinea

- South Pacific Export Lager Wins Gold At International Beer Awards
- SPB Gears Up For A Bigger Finale For SP Cup
- SP Brewery Brews Champions During World Cup

13 New Zealand

- DB Supports Restoration Of Pukaha Mount Bruce

14-15 Thailand

- TAPB Receives Heineken Quality Award 2005
- Tiger Gets Hip With FHM
- Heineken DJ Spin 2006
- Hua Hin Jazz Festival 2006

15 Sri Lanka

- APB Lanka Celebrates New Year In Style

16 Malaysia

- New Star On The Block
- Heineken Connection Series
- Guinness Team Wins The Best Client Award

On Tap is a quarterly publication of

Asia Pacific Breweries Limited
438 Alexandra Road
#16-01 Alexandra Point
Singapore 119958

Company Registration No.: 193100007K
(Incorporated in the Republic of Singapore)
MITA (P) No. 036/10/2006

Editor : Shirley Poo
Advisor : Sarah Koh

Designed by adamsapple

Koh Poh Tiong

Chief Executive Officer
Asia Pacific Breweries Limited

Ground Breaking in...

...Laos



6 July marked the ground breaking of Lao Asia Pacific Brewery. The brewery will sit on a 13-hectare site located in Xaythany District, 32 kilometres from the city centre of Vientiane. Scheduled to be completed by end 2007, the brewery will have an initial production capacity of 300,000 hectolitres of Tiger for the Lao market which currently gets its supply via import.

This latest investment in Laos will conclude APB's complete presence within the IndoChina region. With the opening up of the Lao beer market, Indochina is expected to continue to be one of APB's key profit generators as the beer market is still young and shows great potential for further growth.

01 | Mr Chris Kidd, RD of IndoChina (first from left) and senior officials laying the foundation for the new Tiger brewery in Laos

...And Mongolia



On 22 June, a ground breaking ceremony was held at the site of APB's Greenfield brewery in Ulaan Bataar, Mongolia. The event marked the start of building works that will culminate in a 250,000 hectolitre brewery by mid 2007.

Before Mongolia gets her very own brewed-in-Mongolia Tiger, APB's new opco, MCS-APB which currently imports and market the brew in Mongolia, is focused on establishing Tiger locally as a leading international beer. This will build a consumer base and presence for Tiger even before local production commences a year later.

Adding up, Tiger will be brewed in nine Asian markets by 2007.

02 | Ground breaking in Mongolia

APB Foundation Sponsors Training For Cambodian Physiotherapists



01 | Mr Lieven Van Der Borcht, GM of CBL (right) representing APB Foundation in presenting the cheque of \$50,000 to SIF

In keeping with its objective to play a constructive and developmental role in building more effective communities both in Singapore and in the Asia Pacific region, Asia Pacific Breweries Foundation (APB Foundation) has rendered

its support to the **APB Foundation-SVO Specialist Team (Physiotherapy) Project**, a collaboration with the Disability Action Council of Cambodia and Singapore International Foundation.

Launched on 13 July, this programme works to enhance the clinical knowledge and skills of the Cambodian physiotherapists and other local allied health professionals so that they can provide better care for the disabled persons there. To build up training capabilities and ensure continuity of skills upgrading, the same programme also shares curriculum development skills so that the Cambodian practitioners can later transfer that craft to other local physiotherapists.

The 12-month programme comprises 4 training frames which are conducted by professionals from the Postgraduate Allied Health Institute and Singapore Physiotherapy Association (SPA). Upon completion of training, the Cambodian physiotherapists will each receive an internationally-recognised Advanced Certificate in Physiotherapy Practice which will enable them to pursue further postgraduate training overseas.

On 11 July 2006, Tiger inked a three-year deal with internationally-renowned Football Club Barcelona (FC Barcelona) that established Tiger as the official partner of FC Barcelona, the reigning Champion of the UEFA Champions League 2006, in Southeast Asia namely Cambodia, Laos, Malaysia, Singapore, Thailand and Vietnam.

This landmark partnership with FC Barcelona is in tandem with Tiger's long-term goal to create football passion and enhance the soccer scene for fans in the region. It also reinforces the brand's current efforts behind the English Premier League broadcast and its sponsorship of Arsenal Football Club (Arsenal FC) in Singapore, Vietnam, Thailand and Malaysia, to bring "the best of football" to Asia.

Dr Les Buckley, Director, Group Commercial, APB said: "For more than a decade, Tiger has been committed to supporting football at the national, regional and international levels. As such, Tiger has been instrumental in developing the stature of football and the enjoyment of the sport in Asia. We are proud to be continuing Tiger's long history of football patronage with this landmark partnership with FC Barcelona. Increasingly, as world soccer garners a higher level of interest among fans in the region, it is only befitting that Tiger keeps its paws on the pulse of its target consumers and gravitates towards offering new football experiences and excitement to fans here with more world-class soccer action."

In the months ahead, Tiger consumers and soccer fans can look forward to the new partnership bringing forth a myriad of invaluable soccer experiences. These include tickets and paid trips to catch FC Barcelona play 'live' in the famous Camp Nou Stadium or at important domestic and European matches throughout the football season, the possibility to get close to the players; and the chance to win exclusive memorabilia like autographed soccer balls and "match-fresh" jerseys of renowned FC Barcelona team members.

Tiger Establishes Three-Year Partnership With FC Barcelona



Tiger is the Official Partner of FC Barcelona in Southeast Asia

To coincide with the English Premier League season which kicked-off in August 2006, APB launched a regional advertising campaign in support of Tiger's football initiative in the markets of Singapore, Malaysia, Thailand and Vietnam.

The regional campaign combined a series of television commercials as well as print and online activities. It underlines Tiger's long-time association with football and works hand-in-hand with Tiger's effort behind the English Premier League broadcast sponsorship and partnerships with Arsenal FC and FC Barcelona.

As suggested by its tagline, REAL FANS UNDERSTAND, the television advertisements are pitched at ardent football fans who know the ins and outs of football. Clever humour has been

injected in the series of advertisements which are built around football as well as the on and off-the-field insights which many real fans relate to. At the same time, the campaign reinforces Tiger FC, a platform which Tiger leverages to establish a community of football lovers, as the home of real fans.

Currently, there are 5 advertisements being aired on ESPN and Star Sports as well as on Channel 5. There is more to come early next year.

Taking the campaign beyond the television screen, Tiger brought the creative concept to its Tiger FC website, www.tigerfc.com which offers Tiger FC members and the football fraternity downloadable wall paper, online games, football highlights and many more.



01



02

Tiger Kicks-off Regional Football Ad Campaign

01 - 02 | One of the ads, Interpreter, showcases a football team made up of mainly foreign players attending a briefing. The session was also joined by interpreters in smart suits sitting in between almost every bored-looking player. To be understood, the manager had to stop his lecture to let the interpreters do the explanation instead

VBL Clinches Tiger Quality Award Again!

For its concerted efforts, VBL once again stood out amongst its sister breweries to win the Tiger Quality Award | 01



01

VBL did it again to win the FY05/06 Tiger Quality Award. The two-time Champion received the Tiger Quality Award trophy at the General Managers Conference held in July. This year, a special recognition "Most Improved Operating Company" went to Shanghai Asia Pacific Brewery for its remarkable improvement in operations over the past year.

The Tiger Quality Award underpins APB's objective to place *Tiger* as a truly international premium brand by consistently delivering our consumers only the most superior quality *Tiger* in its best presentation. The award recognizes breweries of *Tiger* that have consistently strived to deliver this brand promise and spurs them to excel even further.

Last year, the assessment which ran from July to March this year took into account 3 key areas:

- **Internal Quality**
 - Brewery Quality assessment based on taste score and analytical results
 - Packaging evaluation - from primary to secondary packaging

- **In-market quality implementation**
 - Assessment on product freshness, packaging quality and POS quality in the market.
- **Consumer Perception Quality**
 - This finding gathers if the brand has been perceived as a premium quality beer, loved for its great taste and embraced as an international brand.

To enhance the level of the award, greater emphasis will be placed on in-market quality performance while it continues to monitor the brewing quality of the opcos in the coming year.

Tiger Reigns As A CoolBrand In UK



For the third year in a row, *Tiger* was re-affirmed 'Cool' by the independent and voluntary CoolBrands Council which consists of eminent individuals and opinion leaders in the UK. This recognition validates that *Tiger* is extremely desirable among the style leaders and influencers in the UK; and for the first time, the CoolBrands selection process took into consideration the votes of over 1,700 British.

Tiger has long been positioned as a premium imported brew from the Far East in the UK and many Western countries. The 'Asian Cool' it emanates has clearly captivated the consumers there who are drawn to the eclectic nature of Asia. Staying true to its Asian roots, *Tiger* remains at the forefront of its association with the Asian film genre by leveraging on platforms such as the Tiger Beer Tartan Extreme Film Season and its latest initiative, Tiger Eye Firecracker Showcase 2006, London's Asian Film Festival in September 2006 which featured 30 of the best new films from across Asia in London.

Increasingly, *Tiger* is making its presence felt at the smart bar scene and becoming a regular sight in the leading-edge bars and clubs as well as some of the hottest venues and events in the UK. Of notable mention is *Tiger* sponsorship of two after-show parties for cutting-edge fashion labels - Tsubi and Oki-ni, at the London Fashion Week earlier this year. It provided the perfect opportunity for *Tiger* to be seen and enjoyed by the elite of the fashion industry.

A Sensational Night Of Visual Arts And Music At Tiger Translate 06 In Auckland...



01

Tiger Translate brought some of Asia's most progressive and cutting edge art and music to Auckland, New Zealand. Held at the Britomart Pavilion in downtown Auckland, international and local artists and musicians translated their vision of contemporary Asia through a series of stunning collaborative and interactive artworks.

The Pavilion was transformed into a world class spectacle that combined visual arts, design, sound and lighting technology and music. More than 900 guests were treated to a breathtaking, multi-sensory experience with a modern Asian influence.

Renowned New York-based artist Rostarr, New Zealand's The Wilderness and Tokyo-based Kiwi artist Karl Willis with his Light Tracer drawing machine, collaborated to create spectacular art forms that represented their interpretation of the event's artistic theme, *Show me your Asia*.

Whilst enjoying the visual experience, guests were treated to the breathtaking sonic concoctions of Ninja Tunes DJ Kentaro from Japan. Kentaro performed a seamless blend of hip hop, drum and bass, reggae, breaks and turntablism. His set culminated in a stunning live jam when he was joined onstage by Open Souls bassist, Chip Matthews.

01 - 03 | Tiger Translate - a unique fusion of art, music and technology

...And Shanghai



02

The much anticipated Tiger Translate too came to the Shanghai Sculpture Space, on 5 August. Works of Another Commercial Artists, a local Shanghaiese art group which combined animation, graffiti, print, photography, and other various art forms, covered the walls of event venue while **Faile**, a group based in New York City presented 18 huge art pieces which were hung in the middle of the venue, forming an art gallery in its own right.

Complementing the display arts was sound of arts presented by HUMP, a world music group comprising International artists and musicians from as far as the United States and Canada, as well as from the Asian region such as Singapore and more. It was apparent that every element of Tiger Translate was a collaboration between artists, musicians and the audience.

The by-invitation only party was planned for a thousand, but close to 2,000 showed up. The artworks were awe-inspiring and the interactive nature of the event saw the guests totally involved in the creative act.



03

Baron's Clinches Silver At Singapore EFFIES

Baron's Strong Brew (Baron's) "anti-consumption" thematic ad campaign won a Silver award in the Beverages/Alcohol category of the Singapore EFFIES on 30 June.

The EFFIES sets the global benchmark for effective advertising and it aims to develop and nurture world-class marketers by recognising and crediting creative and successful ad campaigns.

Meeting the mark was obviously Baron's avant-garde campaign that featured a series of print and outdoor ads with the tagline, "Caution! Be Prepared." It warned amateur drinkers against the high-alcohol lager and effectively put across the message that Baron's is not for the weak.

With its youthful, tough and out-of-the-ordinary brand positioning, the campaign successfully courted its targeted audience as brand recall doubled within months in the last quarter of 2005. Once again, Baron's has strengthened its position as the leading high-alcohol lager.



An outdoor ad along high-human traffic Orchard Road | 01

Stay Cool With "Tiger Super Cold"

"Tiger Super Cold" has been made available at 50 popular clubs and bars in Singapore since 12 July. Consumers are now able to enjoy an ultra-refreshing "Super Cold" Tiger experience at hip bars islandwide, in the convenience of their homes and neighbourhood coffee shops.



Enjoy Tiger Super Cold at -2°C to 2°C | 01

This innovative cooling system unique to Tiger allows drinkers to enjoy a crisper, more refreshing and colder Tiger during the hot summer months.

With the "Super Cold" cooling system, the Tiger Super Pint Chiller and the glycol dispense system require less time to chill the beer to an optimal temperature range of -2°C and 2°C, and is up to three times colder than beers cooled in conventional chillers when served.

In view of its overwhelming success in Singapore, "Tiger Super Cold" looks set to take our regional markets by storm when the innovative cooling system is launched overseas later this year.

Now, it's time to toast to the success of "Tiger Super Cold". Cheers!

APB Launches Archipelago Brewery Range Of Beers In Singapore

The Archipelago Brewery (Archipelago) range of beers was launched in Singapore on 24 July 2006. Three variants of the Archipelago craft beers namely Traveller's Wheat, Straits Pale and Traders Brown Ale have been launched exclusively at Archipelago's flagship outlet located at 79 Circular Road in Singapore.

Devoted to the art of brewing, Archipelago is set to grow the love for its signature craft beers which are uniquely Asian, amongst beer connoisseurs in Singapore. Later this year, the three Archipelago beers will also be extended to the urban and premium pubs, dining establishments, hotels, country clubs, and major supermarkets. To titillate the palettes of consumers, Archipelago promises more limited-edition brews in the coming months.

The launch of Archipelago is consistent with APB's objectives to add a new dimension to Singapore's beer industry; and to continue to grow its presence and stature locally.



01 | Archipelago Traveller's Wheat offers flavours of Tamarind (Assam) and ginger with a hint of lemon grass and Chinese orange peel



02 | Archipelago Straits Pale is brewed with imported American hops for a refreshing tangy flavour with a smooth, round body



03 | Archipelago Traders Brown Ale is a blend of specific malts, hops and herbs with and added touch of Gula Melaka

Anchor - Where The Fun Begins

In keeping with the young drinking adults in Cambodia, Anchor's latest TV commercial (TVC) associated the brand with modern lifestyles, sports and music - the likes of the young and trendy.

To titillate its drinkers, the 3-part advertisement which was set in the midst of a funky Anchor pool party, showed not only the refreshing taste of Anchor but also the energy it creates.

A mix of extreme sports, volleyball and a rock band performing were captured to stir the mood of fun and excitement. To tease its audience, the first of the 3-part series showed a sky surfer swooped in over the pool party; while part 2 showcased

a sky surfing acrobatic display and closed with the sky surfer joining the party. The star of the TVC, Anchor, did not make an appearance until the last part of the advertisement, showing how Anchor plays a vital role in bringing people together.

The TVC effectively reflected the different and exciting aspects of Anchor and further strengthened Anchor's already stronghold in the segment. To further boost the campaign, over 190 billboards were put up across Cambodia.

With this fresh and unique approach to advertising, Anchor, and of course CBL, scored another FIRST in Cambodia!



Heineken's "Best Bars Of The World"

Leveraging on Heineken's global campaign - 'Cosmopolitan Best Bars of the World' which featured some of the world's best bars such as La Paloma from Madrid, Jimmy Woo from Amsterdam and The Marquee from New York amongst others, Heineken in Vietnam took its consumers on a 3-month experiential journey from June to August 2006.

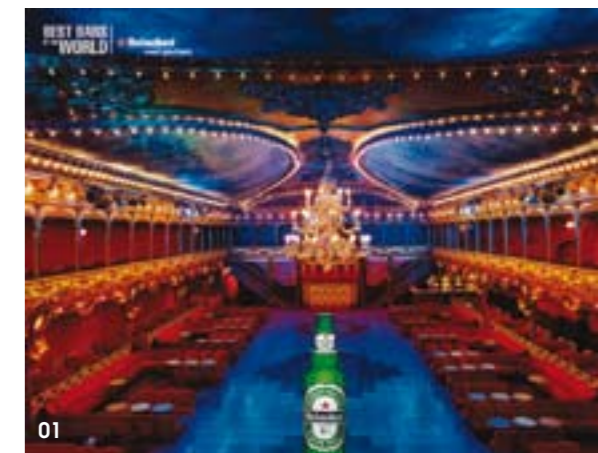
Targeted at the affluent and discerning young consumers, the campaign, aptly named "Best Bars in the World" was driven online at www.heineken.com.vn. While it was designed to showcase the famous watering holes and nightlife in the various cosmopolitan cities, the campaign also actively engaged its consumers in its theme-based interactive activities.

To arouse excitement and sustain interest, the website unveiled one of six Heineken best bars and offered a different online game every fortnight. To extend the reach of the campaign, there were also outlet activation at selected Heineken outlets which offered tablet PC games and monthly lucky draws. Valuable prizes including a trip to one of the world's best bars of the winner's choice were up for grabs during the campaign period.

Thanks to its extensive above and below-the-line publicity, the campaign drew overwhelming response and participation.

Said Mr Ha Duc Huy, Senior Brand Manager - Heineken, Vietnam Brewery, "The campaign has proven to be truly unique and its novelty was embraced by the Vietnamese consumers. We are glad that we have been able to effectively leverage on Heineken's global theme to further connect with our consumers here."

01 | La Paloma from Madrid



02 | Jimmy Woo from Amsterdam

HAPCO Unveils New Look Of Tiger



19 May not only marked Hapco's ninth anniversary but also saw the launch of the new sleek and contemporary *Tiger* logo as well as the all-new *Tiger Crystal* pint.

Now sporting a brand new clear label, *Tiger Crystal* looked nothing short of resplendent. The much classier, modern and refreshing look of *Tiger Crystal* has certainly succeeded in impressing guests who turned up at the launch event.

Mr Lim Yew Hoe (left), GM, SAPB presenting a cheque to representatives from Shanghai Charity Foundation

Reeb Antarctic Beer Raises Funds Online



For a worthy cause, SAPB in 2005, concocted the Reeb Antarctic Beer Limited Edition 2005 which was auctioned for a sum of RMB25,000 at a Charity Auction. All monies raised during the event had been donated to the Shanghai Charity Foundation in aid of underprivileged students.

For the same cause this year, the charity auction has gone online at www.taobao.com. This time, up for bidding were twelve sets of 2006 Collector's Edition of Reeb Antarctic Beer and Antarctic Water Gift pack and each came with a

unique serial number that marked its exclusivity. Amongst the 12 packs, gift pack No.2008, a number which many Chinese relate to the 2008 Olympic Games in Beijing, fetched the highest bid of RMB26,000. Together, the 12 sets of gift pack raised RMB100,000.

All proceeds from the online auction has been donated to the Shanghai Charity Foundation, in furtherance of the Reeb Education Trust to aid needy tertiary students majoring in fields related to polar research.

Anchor Ice Launches New Packaging In South China



It has been 3 good years for *Anchor Ice* since its launch in 2003 and consumers in South China have grown to love the refreshing taste of the brew. Giving the brand further rejuvenation, an all new *Anchor Ice* packaging was launched in Guangzhou and Haikou on 26 April 2006.

The new contemporary packaging of *Anchor Ice* was unveiled at a wholesaler cum media launch at the Backstreet Jazz Bar in Guangzhou and the Mandarin Hotel in Haikou on the same day. More than 200 guests, including fashion photographers, models, artists and trade partners turned up for the launch event.

Anchor Ice which falls under the premium range of the *Anchor* brand has been witnessing consistent sales growth year-on-year. Its new packaging will serve to boost its appeal as a premium brew while the familiar crisp and refreshing taste of *Anchor Ice* continues to win consumers over.

The initiative signifies HAPCO's constant drive for innovation and is aligned with HAPCO's brand strategy to strengthen its portfolio to gain a larger share in the Chinese beer market.

French DJ Ceet warming up the festival with a *Tiger*



Tiger Gets Behind Guangdong Modern Dance Festival

To bring the world's best experience to Asia, *Tiger* became the exclusive beer to be served at the biggest cultural festival in China, the Guangdong Modern Dance Festival. Held in Guangzhou from 2 to 7 May 2006, the annual event was organised by the Cultural Department of the Guangdong Province.

"Being a world-acclaimed Asian beer brand that is loved in the East and embraced in the West, *Tiger* is constantly striving to bring new experiences back from the West to the East and vice versa," said Mr Vincent Leow, Brand Manager for *Tiger* at HAPCO.

"The Festival aptly fulfils this objective as it facilitates the sharing of culture between Asian and Western artistes from various parts of the world and it showcased some of the world's best dance moves. To our Chinese consumers, the Festival offers an enriching and eye-opening experience" Mr Leow added.

Some 200 artistes performed at the festival and audiences who turned up were awed by the refreshing acts staged by renowned Kataklo Athletic Dance Company from Italy, the Taipei Dance Circle from Taiwan, Shibahara and Yokoyama from Japan and Nadine Thouin from Canada amongst others.





01 | Staff at SPB showing-off the newly-won medal

South Pacific Export Lager Wins Gold At International Beer Awards

SP Brewery's premium beer brand *South Pacific Export Lager* was awarded a gold medal at the 45th World Selection 2006 by Monde Selection in Prague, Czech Republic, in June this year.

Monde Selection, the International Institute for Quality Selections is the world's most prestigious beer award. Established over 40 years ago, this International Beer Competition has been garnering participation by brewers from all continents across the globe.

Elated, SPB General Manager Mr Nigel Yeo said that winning a Gold medal at the Monde Selection is no mean feat and is truly prestigious as the recognition only goes to those who meet the most stringent standards.

"SPB has over the years ensured that our three key brands are produced according to the highest standards. The credit must go to our loyal and dedicated staff who have given their best to keep this high level of excellence," said Mr Yeo.

This is not the first gold medal of the Monde Selection that has been won by SPB beers. *SP Lager* bagged its first gold in 1967 while *South Pacific Export Lager* won gold medals in the years 1985, 1989, 1994 and 1996 in the same competition.

Earlier this year, SPB also won silver medals for all its three brands - *SP Lager*, *Niugini Ice Beer* and *South Pacific Lager* - at the Australian International Beer Competition held at the Ballarat University, Melbourne.

SP Brewery Brews Champions During World Cup

Inspired by the World Cup, SP Brewery got creative and launched *South Pacific Champions Brew* on 9th June. This special brew that contained 5% alcohol content was only available in the month of June during the soccer World Cup season.



SPB Gears Up For A Bigger Finale For SP Cup



With a sponsorship of K400,000 per annum under its flagship brand SP Lager, SPB re-established its support for the country's premier rugby event - SP Cup Rugby League Competition - which held the final match on 24th September.

2006 saw more teams participating in the competition and the Grand Final event turned out to be more exciting than ever with special appearances by prominent rugby personalities from Australia.

According to SPB GM Mr Nigel Yeo, "The SP Cup has become bigger than ever and we at SPB are proud that our support for the Rugby League has helped to keep the national passion alive and further lifted the level of the game in PNG."

DB Supports Restoration Of Pukaha Mount Bruce

Doing its bit for the dwindling number of kiwi and other endangered species, DB Breweries, in conjunction with the Department of Conservation has committed to restoring the Pukaha Mount Bruce forest in the Wairarapa, New Zealand.

Through Tui brewery, DB has been supporting the Pukaha Mount Bruce Restoration Project since 2004. Mr Brian Blake, MD of DB said, "A number of New Zealand's native bird species are currently on the serious decline list including North Island brown kiwi. As a brewer with a long history in the region, through our Tui Brewery in Mangatainoka, we have a role to play in protection and restoration of its heritage."

The restoration and conservation of Pukaha Mount Bruce is deemed vital as it makes a great home for New Zealand's rarest species as well as common native species such as the Tui bird. DB is hopeful that its effort will inspire more others to get behind similar initiatives that are intrinsically linked to New Zealand's heritage.



01 | Pledging his support, Mr Blake released a Pukaha-Kiwi into the wild

TAPB Receives Heineken Quality Award 2005

At the recent Quality Award Ceremony held in Amsterdam on 29 June, Thai Asia Pacific Brewery TAPB went home as the overall winner of the Heineken Quality Award 2005.

During the occasion, TAPB was declared the winner across four award categories namely the Heineken Brewery Award, the Heineken Sales & Distribution Award, the Most Improved Operation Award as well as the Heineken Quality Award for 2005.



TAPB receiving the award: Heineken Quality Award 2005

Hua Hin Jazz Festival 2006

Thousands of jazz fans descended on Hua Hin beach to indulge in three days of sizzling jazz performances and partying at the "Hua Hin Jazz Festival 2006" over the weekend of 2 to 4 June.

For the delight of Thai music aficionados, the annual Heineken music event saw performances by prominent Thai artists including Koh Mr. Sax Man, Lipta vs Rudklao, Crescendo, and Proad Tanapat amongst others; as well as international guest artists such as Ben Besiakov Trio, Mikkell Nordso Band and many more.

Doing its bit for charity, a "Heineken Charity Zone" offering jazz fans 'all-you-can-drink' Heineken draught beer raised monies that went to the Thai Red Cross Society.



Declaring the opening of the "Hua Hin Jazz Festival 2006".



Tiger Gets Hip With FHM

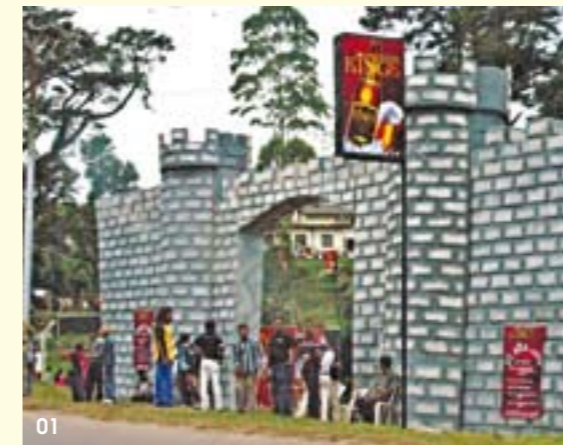
Pitching at its target audience, i.e. the increasingly affluent and discerning young drinking adults, *Tiger* got behind FHM magazine's celebration of its 3rd anniversary and annual local event, FHM Sexiest Woman in Thailand 2006 which took place on 25 May.

The high-profile event gathered local celebrities and hip partygoers who witnessed the crowning of actress May Pitchanart Sakakorn as FHM Sexiest Woman in Thailand 2006. Having leveraged on this platform, *Tiger's* cool quotient is certainly one notch higher now.



The crowning of FHM sexiest woman in Thailand

APB Lanka Celebrates New Year In Style



01



02

Prominent branding of Kings at location

A majestic castle wall was specially erected for the event

Each April marks the traditional Sinhalese and Tamil New Year celebration in Sri Lanka. During this period, Sri Lankans from all over the island would gather at the cool and misty mountainous town of Nuwara Eliya for a month of carnival, car and horse racing and merry making.

Marking its first major consumer event outside Colombo, Asia Pacific Brewery (Lanka) Ltd (APB Lanka) recently hosted a mega Kings Round Table event at a prominent spot near the St Gregory's Lake in Nuwara Eliya to coincide with the annual celebration.

Consistent with its theme of Sri Lankan royalty, consumers were served the Kings' brews at a giant round table with a seating

capacity of more than 200 people each time. Providing entertainment, there were live band performances in the middle of the round table as consumers were savoring their icy cold Kings as well as Tiger. While there were also beer games at the various games stalls, the giant round table doubled up as a bar top for dancing for those who were gamed for more.

Remarked APB Lanka's Sales & Marketing Director, Mr James Sweeney, "The event was an excellent opportunity to induce trial of our reformulated local brands and introduce our imported brands. We trust that we have provided the local drinkers a truly unique brand experience which has enhanced the connection between them and our brands."

Heineken DJ Spin 2006

The search for Thailand's best DJ was over when DJ duo, Kingkong and Super Elektrik Looser won over the crowd with their set and took home the top prize of Heineken DJ Spin 2006, the Evolution on 8 July.

Organised by TAPB, this year's DJ talent hunt saw its biggest turnout ever with thousands of cheering fans including the hottest celebrities and DJs from the entertainment circle.

Alongside the competition were also special performances by world-class DJ, Christopher Lawrence, dubbed "A Superstar

DJ" by the US' URB; Thaitanium and Exotic band. Making an appearance were also DJ Space Monkey, winner of Heineken Music Thirst DJ Spin 2005 Thailand as well as DJ Oatava and DJ Kolor One, the champion duo who won the Heineken DJ Spin - Thirst Asia Finals in 2004.

Advocating responsible alcohol consumption, Heineken set up a 'Drink Don't Drive' booth at the event to educate consumers on responsible and moderate drinking.



Thailand's best DJ duo - Kingkong and Super Elektrik Looser

New Star On The Block

01 | A Tiger Toast from GAB

Tiger bedazzled an audience of trade partners, business associates and key media when the brand unveiled its new contemporary look in Malaysia on April 26. The launch of the new *Tiger* image and presentation in Malaysia reinforced APB's effort to position *Tiger* as Asia's World Brew and worked to enhance *Tiger's* global appeal.



Heineken Connection Series



The new *Heineken Connections Series* print ads were launched on July 12. Unlike the previous *Heineken Connections Series* that adopted mainly local elements – think Bintang Walk, Redang Island and Heritage Row, the new campaign cleverly hinges on the international appeal of the brand to

connect added global elements with local consumers. Given its clever and creative imagery, it is little wonder that the effort has been hailed as one of Malaysia's most recognisable beer print ad campaigns.

Guinness Team Wins The Best Client Award



In July, the *Guinness* team bagged the Best Client Award in DM Asia 2006 in Singapore. Given out for the first time, the award recognised the synergistic client-agency partnership the team has shared with its advertising agency. The close collaboration has brought about excellent marketing strategies; fresh execution at all times and developed strong passion to grow *Guinness* even bigger.

The partnership has worked to position *Guinness* firmly as the leading stout in Malaysia. Numerous creative awards were also won and they included a Gold for the CNY Blank Almanac in 'Direct Mail Retail and FMCG'; a Silver for Perfect Match Birthday Pack in the same award; a Silver for Guinness City in 'Digital Campaign', and a Bronze for its Loyalty Retention Programme, Guinness Insider, for 'Best Implementation of Strategy'.

01 | The Guinness Brand Team sees stars again