



MULTI BINTANG

PRESS RELEASE

For Immediate Release

INNOVATIONS IN LOW AND NON-ALCOHOL DRIVE STRONG GROWTH

(FY 2016 -January 2016 – December 2016)

- Revenue for FY 2016 period increased by 21% from Rp 2,70 Trillion in 2015 to Rp 3,26 Trillion in 2016
- Operating Profit in 2016 grew 46% to Rp 1,38 Trillion versus comparable Operating Profit in 2015¹,
- Innovations in non-alcoholic and low alcohol beverages as well as productivity and efficiency gains were the major contributing factors for Multi Bintang to realize strong results for 2016

Jakarta, 6 March 2017 –PT Multi Bintang Indonesia Tbk (Multi Bintang) announced today its financial results for the financial year ended 31 December 2016.

In 2016, Multi Bintang reported strong recovery in revenue and operating profit following the weaker company performance in 2015, which was impacted by ministerial regulation banning the sales of alcoholic beverages in minimarkets.

“We are pleased to report very strong financial results, driven by growth in key tourist areas as well as from the hotel and restaurant segments. We are particularly pleased that our strong results for 2016 coincide with the 85 year anniversary of the company operating in Indonesia,” said Michael Chin, President Director PT Multi Bintang Indonesia Tbk.

Innovation in low and non-alcoholic beverages production

In 2016, Multi Bintang launched a number of new products in the Indonesian market, including:

- Launch of the non-alcoholic beverages Bintang Radler 0.0% and Bintang Maxx 0.0%,
- Introduction of two variants of Green Sands, Lime & Lychee and Lime & Grape,
- Launch of its malt-based fine soda, Fayrouz.
- Entry into the cider market in Indonesia with the launch of Strongbow, the world’s leading cider brand.

¹ before the impact of one-time charge of exceptional item

PT Multi Bintang Indonesia Tbk.

T: (62-21) 7592 4611 | F: (62-21) 7592 4617

Talavera Office Park 20th fl. Jl. Letjen. TB Simatupang Kav 22-26 Jakarta 12430, Indonesia

PO Box 3264 JKT, Jakarta 10032 | multibintang.co.id



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As a result, revenue from non-alcoholic beverages grew 50%, which accounted for 12 % of total revenue in 2016, compared to less than 10% of total revenue in 2015.

Since its introduction in 2015, Multi Bintang continues to develop the Bintang Radler product (low alcohol beverage, 2%, targeting both male and female consumers, with a beverage which can be enjoyed anytime).

As a result, innovation in low alcohol beverages which the company started to implement in 2014, delivered volume growth of more than 50% in 2016.

Innovation in productivity and efficiency

Multi Bintang combines leading edge technology with strong organizational practices to reduce water and energy consumption, minimize redundancy and waste, and drive productivity. All of these have, in turn, positively impacted the company's profitability and sustainability indicators. For its water consumption program, Multi Bintang achieved the Best Water Management in Sustainable Business Award 2016.

About PT Multi Bintang Indonesia Tbk.

Multi Bintang has continued to grow in strength to become a reputable and responsible Beverage Company in Indonesia and carries a proud history of more than 85 years in Indonesia.

Multi Bintang is synonymous with Bintang beer, the iconic beer brand of Indonesia. In addition, Multi Bintang also offering another portfolio of beer brands and non-alcoholic beer/beverage brands. Multi Bintang produces and markets Heineken (world's premium beer brand), low alcohol Bintang Radler and non-alcoholic beverages Bintang Radler 0.0%, Bintang Zero 0.0%, Bintang Maxx, Green Sands and Fayrouz in Indonesia. Recently, Multi Bintang also introduced Strongbow, number 1 Cider brand in the world, to Indonesia.

Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as

- *Indonesian Employer of Choice 2013 by SWA Magazine and HayGroup*
- *ranked #15 in the Top 100 Indonesia Best Public Companies 2014 by SWA Magazine*

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- *for consecutive years from 2013 – 2016, the Iconic Bintang Brand was awarded as Top 50 Most Valuable Indonesian Brand by Brand Finance*
- *Best Water Management in Sustainability Business Awards 2016.*

For further enquiries, please contact:

Manorsa Tambunan - Corporate Communications & Sustainability Manager

Phone: (021) 75924611 / Email: manorsa.tambunan@multibintang.co.id

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