



**MULTI BINTANG**

PRESS RELEASE

*For Immediate Release*

**Commemorating *Enjoy Responsibly Day*: Multi Bintang Together  
with North Sulawesi Regional Police Held a Responsible  
Consumption Seminar**

MANADO, 7 September 2017 – PT Multi Bintang Indonesia Tbk (Multi Bintang) in cooperation with Community Development Unit (SATBINMAS) North Sulawesi Regional Police held a Responsible Consumption Seminar. This seminar was a support from Multi Bintang to North Sulawesi Regional Police's objectives in preserving the public order by upholding human rights. In this seminar, Multi Bintang and SATBINMAS shared information about responsible consumption advocacy, how to prevent irresponsible consumption, and also how to handle behavior arising from irresponsible consumption. The event was attended by 30 members from SATBINMAS North Sulawesi Regional Police.

"Alcoholic drinks have existed for a long time and become an integral part of the tradition in Indonesia," said Agnes Agastia, Corporate Communications Manager of PT Multi Bintang Indonesia Tbk, in Manado (07/09). But lately, there were a lot of irresponsible consumption behavior, especially when it is threatening public order.

"As a pioneer in the industry, Multi Bintang views this seriously and consistently advocates responsible consumption and moderate drinking beer," Agnes said. Agnes added that the police are the right partner for Multi Bintang to strengthen preventive and persuasive efforts related to irresponsible alcohol consumption behavior.

In long-term plan, Multi Bintang will collaborate with police, security forces and law enforcers to jointly raise public awareness about the dangers of alcohol abuse, extend educational reach to the community about responsible consumption, and support each other to create a safe environment and orderly.

Besides cooperation with the police, since 2013, Multi Bintang has been actively working with local governments, communities, business partners and other stakeholders to encourage responsible consumption and reduce the consequences of alcohol abuse including underage consumption. One of them is through the *#Tunggu21+* campaign which aims to build partnerships with modern retailers operators to introduce the concept of responsible alcohol retailing and the implementation of ID check procedure to the store-front staff.

**PT Multi Bintang Indonesia Tbk.**

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In addition, Multi Bintang has also conducted "Responsible Serving Training" training for bar managers, bar staff, and bartenders to avoid alcohol abuse in bars, restaurants, pubs, lounges, and so on.

Multi Bintang also intensified further education about *#BirBukanMiras* to inform that beer is a low alcoholic beverage which is the result of natural fermentation of wheat and yeast, which is not included in liquor category. And also, beer is an alcoholic beverage belonging to class A with 1-5% alcohol content while alcoholic drinks are alcoholic drinks of class C with 20-55% alcohol content.

"We hope through this responsible advocacy of alcohol consumption, our police partners get the correct understanding and information about alcohol and use this information as the basis for prevention and treatment of potential alcohol abuse in the future," Agnes concluded.

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### About PT Multi Bintang Indonesia Tbk. – [www.multibintang.co.id](http://www.multibintang.co.id)

Multi Bintang grew in strength to become a reputable and responsible Beverages Company in Indonesia and a proud history of more than 85 years in Indonesia. Identical with Bintang beer, the iconic beer brand of Indonesia, 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 markets Strongbow, number 1 Cider brands in the world. Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as one of the Indonesia Best Public Companies 2014, Indonesian Employer of Choice 2013, Best Water Management and Sustainable Business Award 2016, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2016.

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