

Dear

Thanks for finding this letter! I'm proud to share with you our key 2017 sustainability achievements of as we work to Brew a Better World.

## 'When You Drive, Never Drink' with Uber

Our campaign provided 4000 safe rides

Egypt has one of the worst records for road accidents with many incidents occurring during the summer months on route to the Mediterranean North Coast. This year, ABC partnered with UBER to promote our 'When You Drive, Never Drink' campaign. We provided free and discounted rides throughout the summer to consumers across the North Coast so they could enjoy our brands and get home safe. The campaign was promoted in 49 outlets and supported by digital and print adverts. We reached 620,000 people and provided over 4,000 rides.



## Developing new barley varieties

We're not only working hard to reduce water use in our breweries, we also look how we can grow our crops more efficiently. As part of our water balancing commitment, we launched in collaboration with the University of Ghent (Belgium) a project to develop early malting barley varieties that are not only more heat, drought and disease resistant but also use less water to cultivate.



## ABC generates €1.3M worth of PR to support Egyptian Tourism

To leverage Heineken® in promoting Egyptian Tourism, ABC hosted the UEFA Trophy Tour and Ryan Giggs, on a visit to Cairo. An event held at the Pyramids was attended by over 1,500 consumers and the Minister of Tourism. The press conference drew 120 journalists and was covered by 17 TV and radio channels, as well as by international media.



This year, we broadened our scope with a grassroots 'When You Drive, Never Drink' campaign. We will continue to improve and accelerate our 'Brewing a Better World' journey. Thank you for your support!

Jan-Kees Nieman  
Managing Director, Al Ahram Beverages Company

For more information about our Brewing a Better World Strategy: [www.alahrambeverages.com](http://www.alahrambeverages.com)

# Our global commitment

Sustainability has been fundamental to HEINEKEN for many years. Today, our global ambition is to Brew a Better World from barley to bar. It's this commitment that unites our global brands in respecting people, planet and prosperity.

We focus on the six areas where we can make the biggest difference. This shapes our contribution towards delivering the UN Sustainable Development Goals for 2030.

Overall we're making good progress, putting us on track to reach most of our Brewing a Better World 2020 commitments with more to do in some areas.

-  Every drop: protecting water resources
-  Drop the C: reducing CO<sub>2</sub> emissions
-  Sourcing sustainably
-  Advocating responsible consumption
-  Promoting health and safety
-  Growing with communities

## Al Ahram Beverages Company – Our contribution towards Brewing a Better World

### In 2017

we successfully improved our sustainability results in water consumption but we have more to do for reducing our CO<sub>2</sub> emissions



**19% cut**

in average water consumption since 2016 through water saving initiative, down to 4.2 hl/hl



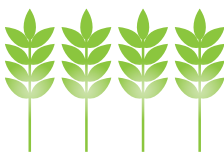
**9.9 kg CO<sub>2</sub>-eq/hl**

ABC's total CO<sub>2</sub> emissions increased by 6% compared to 2016 due to an increase in electricity usage resulting from a different sales mix



**100%**

all of the 1,525 fridges we installed were green



**83%**

of our raw agricultural materials were sourced locally



**97%**

of our suppliers are compliant with our Supplier Code Policy



**+4,000 safe rides**

we partnered with Uber to spread the message of responsible consumption

### In 2018,

we intend to reduce our CO<sub>2</sub> emissions from production