

# WE ARE THE SECOND LARGEST BREWERY IN BRAZIL

## *An international brewery with a family tradition*

The history of the HEINEKEN Group began in 1864, when Gerard Adriaan Heineken bought a small brewery in Amsterdam, the Netherlands. That is where the first Heineken® beer was born, so named to prove to the world our founder's confidence in his product. Over the years, other brands have been added to the Group's portfolio, which now has products spread around the globe.

It was in 2010 that the HEINEKEN Group definitively established itself in Brazil, and we already ranked third among the country's largest breweries in 2015. From the Brasil Kirin takeover, in 2017, we became the second biggest player on the Brazilian beer market and added non-alcoholic beverages to our portfolio.

Moderate consumption is emphasized in our business positioning: We prefer to sell nine different people nine beers rather than sell nine beers to one person. By encouraging consumers to live a more balanced lifestyle, we hope to change their behavior with regard to harmful alcohol consumption.

As a company, HEINEKEN is driven by our desire to continually produce and deliver the best, to increase the chain's sustainability, and to transform markets through shared value and positive impact.





## Investment in Northeastern Brazil

To boost its premium and mainstream pure malt portfolio and speed up its ESG agenda in Brazil, Heineken is investing BRL 1.5 billion in the Northeast region, specifically in the Igarassu (PE) and Alagoinhas (BA) breweries.

As a result of the investment, the Igarassu plant's capacity will triple for the Amstel and Devassa brands, and increase its returnable packaging line operation by 45%. The investment will also be directed to implement technologies that will reduce the unit's water consumption by 30% in up to three years, making it a benchmark in water efficiency. Additionally, the brewery will operate using 100% renewable energy sources, including biogas and biomass, in keeping with HEINEKEN Group's goal of neutralizing carbon emissions.

The Alagoinhas brewery, meanwhile, is getting additional funds to increase its Heineken® brand beer production by 60% and to upgrade process technologies. Alagoinhas has been selected for our Green Energy distributed generation program, which facilitates the use of renewable energy by bars, restaurants, and consumers.

In addition to environmental initiatives, both states are benefiting from social impact programs. Igarassu was the first city to receive a HEINEKEN Institute program and trained more than 70 young people in 2022 through [WeLab](#), a learning journey aimed at developing and qualifying youth aged 18 to 24 years living in vulnerable situations. Similarly, 150 young people are expected to benefit from this program in Alagoinhas in the second half of 2023.

