

PRESS RELEASE

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Multi Bintang and Cisadane River Guardians Collected Tons of Waste in the Spirit of World Clean Up Day

Collaboration in Protecting Water Resources

BOGOR, September 23rd 2019 – In Indonesia, rivers are critical sources of clean water that support the livelihood of many local communities and economies, from agriculture to industrial business. In the spirit of World Clean Up Day 2019, more than 100 volunteers from PT Multi Bintang Indonesia Tbk (Multi Bintang) together with Cisadane River Guardians have cleaned up tons of domestic waste in Cisadane upstream area. The waste was then sorted and transferred to the nearest recycling facilities.

This initiative is a collaboration of Multi Bintang and Cisadane Rafting Club to engage communities who reliant on the river to partake in protecting this important water source. It is reported that Cisadane suffers from serious pollution of which 84% comes from domestic waste. Moreover, Cisadane is accompanied with unceasing rising threats from deforestation and hence, soil erosion, which further exaggerate the water quality damage. This activity will help clear up 7.5 km across Cisadane upstream area and approximately 1.7 billion people dependent on Cisadane River.

“As a brewer and a multi beverage company, water is very important ingredients for us. This year, we choose to celebrate World Clean Up Day together with Multi Bintang employees by cleaning Cisadane River. Cisadane River has become the source of life for many and we believe this small movement together with surrounding communities can make a greater impact in protecting our water resources,” said Ika Noviera, Corporate Affairs Director PT Multi Bintang Indonesia Tbk, in Bogor (23/9).

One of the highlights in this event is the Conservation Talk with the Head of People, Nature, and Partnership Sally Kailola from Yayasan Konservasi Alam Nusantara, an affiliate of The Nature Conservancy. She emphasizes that creating a sustainable Earth needs collaboration from each of individual. What we do to the planet will affect our lives.

“River is our gatekeeper before the waste goes to the sea. Waste enters river in numerous ways from our neighborhood, public and industrial areas with intentional dumping. This means the garbage will eventually pile up in the riverfront and flow to the sea if no one takes action,” said Sally. This threatens Indonesia's marine biodiversity, which ranks the first in the world. The piled-up garbage and waste in the riverside will also affect the health and quality of life of surrounding communities.



This activity is also a timely reminder for the community in river protection as Cisadane River is one of the potential tourism spots in West Java. The World Clean Up Day 2019 is part of Multi Bintang's sustainability program called Brewing a Better Indonesia that in line with United Nations Sustainable Development Goals. The program consists of protecting water resources, reducing carbon emission, and growing with communities.

About PT Multi Bintang Indonesia Tbk. – 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, Indonesia's iconic beer, 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 people. PT Multi Bintang Indonesia Tbk was awarded as the Top Capital Market Food and Beverages Sector in 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2017, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2017.

Contact:

Michael Bliss – *Public Affairs Manager*

Phone: (021) 2783 3800 ext. 7401 / Email: Michael.Bliss@multibintang.co.id