

## Heineken Strengthens Asia Footprint with HBS India Launch in Hyderabad

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HEINEKEN officially opened its HEINEKEN Business Services India (HBS India) Centre in Hyderabad, marking a significant milestone in the company's global transformation and productivity agenda under its EverGreen 2030 strategy. By building global capability centres anchored in new technologies, HEINEKEN enables local operating companies to focus on execution and winning with customers and consumers in their markets.

The Centre forms part of HEINEKEN's growing global network of multifunctional Business Services hubs, alongside existing Centres in Poland, Mexico and Brazil. The addition of India strengthens HEINEKEN's global reach, closes a strategic coverage gap in Asia, and supports markets worldwide.

Harold van den Broek, Chief Financial Officer HEINEKEN, said, "The opening of HEINEKEN Business Services India is an important milestone in further strengthening the fundamentals that underpin EverGreen 2030. By expanding our global business services footprint, we are supporting more efficient and digitally enabled ways of working, which brings further productivity gains and consistency across the company."

Ákos Magyar, Senior Director HEINEKEN Business Services (HBS), said, "HBS India reflects our long-term commitment to creating a connected global network of Centres. Hyderabad offers deep expertise in digital, AI and business services, and we are excited to expand our capabilities from this strategic location."

The Centre will support finance operations, digital and technology services, data and analytics, and global business process transformation. Designed to HEINEKEN's global workplace standards, it reflects the company's commitment to collaboration, culture, innovation and talent development. The Hyderabad Centre is a key contributor to the planned expansion of HEINEKEN Business Services, which is expected to grow to around 3,000 roles globally across all HBS locations by 2030.