



It is not by coincidence that people come first in the motto 'people, planet, profit'. Without people we would be unable to brew and sell the world's best beers. It makes good business sense to continuously invest in our human capital.

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## Impact on developing markets

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Heineken brews beer in 65 countries. Although our stronghold is in Europe, we operate breweries in many emerging markets, each with their own unique challenges. This chapter contains information about the social and economic aspects of our operations in these markets. The information it contains comes from management and reporting systems that we maintain at Group level for operating companies in which we hold a 50 percent majority share or more and companies in which we have management control.

### Access to healthcare

We believe that all our employees should have access to decent basic medical care. In more mature markets we have allowances for access to the national healthcare system or have agreements with health care providers, but there are also countries where we believe the only (best or most cost-effective) way we can guarantee care on a level that we deem adequate is to provide it ourselves. In 2006, we operated our own clinics in 15 different locations in Sub-Saharan Africa as well as 4 in South East Asia employing over 100 doctors and nurses, providing access to adequate basic healthcare for approximately 30,000 beneficiaries consisting of employees and their dependants.

As illustrated above, our own medical activities, undertaken by Group International Health Affairs, are focused primarily on developing markets and are therefore often related to some of the same issues as the Millennium Development Goals.

In addition to these aspects of its activities, Health Affairs also works to improve the behaviour of employees with regard to Health and Safety, most often in co-operation with Group Supply Chain (GSC). GSC focuses its efforts mainly on the short-term safety effects; Health Affairs is also concerned with longer-term effects, such as work-related illnesses.