



PRESS RELEASE
For immediate release

Work Smart, Drink Smart with Heineken® 0.0.

Work responsibly with Heineken® 0.0 and grab your share of the 10,000 free 4-can packs right away from www.heineken00drinksmart.com.



KUALA LUMPUR, 13th September 2021 – Now that working from home is the new norm, the hours tend to blur, and we often find ourselves looking for a pick-me-up to get through the day. What if you were able to enjoy a beer while working? #NowYouCan work responsibly while enjoying a cold one with Heineken® 0.0—a refreshing beer, minus the guilt and minus the alcohol.

In line with the brand’s advocacy towards responsible consumption and to refresh your next long day of work, Heineken® is giving away 10,000 units of Heineken® 0.0 4-can packs, redeemable today onwards. To kick-start your Work Smart, Drink Smart routine with Heineken® 0.0, all you have to do is sign up at www.heineken00drinksmart.com. As you drag the Heineken® 0.0 can into the calendar within the site, a redemption form will pop up and voila, your FREE 4-can pack of Heineken® 0.0 will be making its way to your doorstep.

“Our days are often filled with back-to-back meetings and long checklists to complete. There are times we can’t even pause to take a break. We hear you, hence we are giving away 10,000 FREE 4-can packs of Heineken® 0.0 for you to enjoy while you work. Gone are the days where you can’t have a beer while working, when you can now Work Smart and Drink Smart with Heineken® 0.0,” said Pablo Chabot, Marketing Director of Heineken Malaysia Berhad.



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The free 4-can packs of Heineken® 0.0 are available on a first come, first served basis and subject to eligibility. Only one redemption per person is allowed, while stocks last.

If you miss out on the free packs of Heineken® 0.0 being given away, you can purchase them from the Drinkies app (available on both iOS and android) or www.drinkies.my. Be sure to stock-up your fridge with Heineken® 0.0 and virtually toast with colleagues during your upcoming meetings!

Heineken® 0.0 and all promotions and giveaways are for non-Muslims aged 21 and above only. For more information and updates, log on to www.heineken00drinksmart.com or follow Heineken® on Instagram (@HeinekenMY) and Facebook (<https://www.facebook.com/HeinekenMYS/>). Heineken® advocates responsible consumption, do not drink and drive.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The World's No. 1 stout **Guinness**



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- The premium wheat beer born in the Alps **Edelweiss**
- The World's No. 1 cider **Strongbow Apple Ciders**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic **Malta**. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer **Paulaner** and Japan's No. 1 100% malt beer **Kirin Ichiban**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand, within 60 minutes or as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: www.heinekenmalaysia.com.