



PRESS RELEASE

For Immediate Release

ROAR into 2022 with Tiger Beer

Make the Year of the Tiger your year and enjoy Tiger Beer's abundance of attractive activities, promotions, and festive giveaways in conjunction with CNY celebrations.

KUALA LUMPUR, 21st December 2021: With the year ending, cheer and joy are starting to fill the air in preparation for the Chinese New Year (CNY) celebrations. 2022 is remarkably special for Tiger Beer and if there's one beer we can welcome the Year of the Tiger with, it has to be with Tiger Beer. As we begin to usher in the new Lunar New Year with a renewed sense of hope, Tiger Beer is sharing the prosperity with consumers while encouraging them to uncage their inner tiger and make 2022 their year to go all out to pursue their dreams and goals.

Tiger Beer has lined up an abundance of activities and promotions this festive season to evoke the Tiger spirit among fans. For starters, limited-edition Year of the Tiger bottles and cans have now hit the shelves nationwide for fans to usher in the festive cheer in time for the Lunar New Year celebrations.

From now until 15th February 2022, drinkers at participating restaurants, coffee shops, and food courts can collect bottle caps and stand to win attractive prizes such as 100g gold Tiger bars, ang pows worth RM888 and RM188, as well as exclusive Tiger Tiffin Carriers. All they have to do is purchase participating Heineken Malaysia Berhad (HEINEKEN Malaysia) products and check underneath the bottle caps for the different variations of the word Tiger in Chinese characters to find out which prize they have won!

Shoppers at selected hypermarkets and supermarkets can now own one of CNY's most coveted items—the exclusive Tiger Mahjong Set – at RM99, while stocks last, when they purchase three cartons of participating HEINEKEN Malaysia products, inclusive of either Tiger Crystal or Edelweiss. For Tiger fans who purchase either three cartons of Tiger Beer or a carton of Tiger Beer and Tiger Crystal each can also take home the limited-edition Tiger Tiffin Carrier. Another highlight at these outlets will be the 'Tiger Claw and Win' motion sensor game. Available for all shoppers who spend RM288 and above on a single receipt every Friday, Saturday, and Sunday from 31st December 2021 to 23rd January 2022 with various prizes up for grabs for those who uncage their skills at the game. In addition to that, Heineken® Pop Up Cooler Bags are also redeemable for shoppers who purchase one carton of Heineken®, and premium ang pow packets from Guinness are also available for those who spend RM200 and above on Guinness products.

Meanwhile at selected 7-Eleven, BilaBila Mart and myNEWS stores, shoppers who spend above RM22.88 on a single receipt of participating HEINEKEN Malaysia products, will get RM5 Touch & Go e-wallet credits and stand to win Heineken® merchandise or RM88 worth of even more Touch & Go e-wallet credits from 1st January 2022 until 15th February 2022. At selected 99 Speedmart outlets, every purchase of two cartons of participating HEINEKEN Malaysia products is entitled to RM20 worth of cash vouchers, while those who purchase a 12-can pack of Heineken® can take home exclusive Glow-In-The-Dark Poker Cards. Not to mention, participating Lotus's outlets too will be running an exclusive festive promotion to give away two units of 99.9g Tiger gold bars and 700 units of the limited-edition Tiger Mahjong sets for the exclusive



festive promotion. Available from now until 20th January 2022 for those who spend RM200 and above on participating HEINEKEN Malaysia products, while stocks last.

Those who want to feel the CNY joy at home can turn to Drinkies.my and enjoy a variety of attractive promotions and stand to win prizes worth up to a total of RM888,888! From 27th December 2021 until the end of February 2022, those who make any purchases via this e-commerce platform will receive a sure-win scratch card with an entry to the 'Wheel of Fortune' game to win even more attractive prizes. Visit Drinkies.my for more details and terms and conditions.

"CNY is one of the biggest celebrations of the year for many Malaysians, and 2022 is extra special for Tiger Beer so we are going all out with our promotions and giveaways. While we are excited to feature numerous attractive promotions and activities, Tiger Beer will also be roaring into the Lunar New Year with some novel experiences for loyal fans. Stay tuned for more updates in the coming weeks, and it is time to make the Year of the Tiger our year to prosper," said Roland Bala, Managing Director of Heineken Malaysia Berhad.

Tiger Beer's CNY campaign and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Beer and all other brands under the HEINEKEN Malaysia portfolio advocate responsible consumption and urge consumers to not drink and drive. For more information on available promotions and activations as well as terms and conditions, visit <http://bit.ly/TigerCNY2022>.

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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**
- 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.