



PRESS RELEASE

For immediate release

The Year of the Tiger – the year we ROAR Together with Tiger Beer

Tiger Beer initiates a global movement to encourage fans to UNCAGE their boldest ambitions in 2022, along with various other local activities to usher in a prosperous Year of the Tiger.

6th January 2022, KUALA LUMPUR – The year 2022 is remarkably special for Tiger Beer given the once every 12 years occurrence of the Year of the Tiger. To uncage the festive cheer for fans around the world, Tiger Beer has partnered with Son Heung-Min, a football icon from South Korea, in conjunction with the Lunar New Year celebrations to ignite a global movement and encourage fans to set aside their fears and achieve their boldest ambitions in 2022.

By dreaming big and never giving up, Son overcame challenges by uncaging his inner Tiger with his courage and determination to become a football star. Now, Son is declaring that for The Year of the Tiger, he is inspired to go after his boldest ambition yet – to win a major trophy for his country. Son, the official Tiger Brand Ambassador, has shared a series of emojis on his Instagram expressing his targets for the year and has incited fans to share their own bold goals too. All fans have to do is respond to the “My Year, My Goals” Instagram “Add Yours” story sticker feature, created by Tiger Beer with their own ambitions for the Year of the Tiger.

While fans across the world rally with Son to express their own ambitions and inspirations for the Year of the Tiger, Tiger Beer Malaysia too launched its local Chinese New Year (CNY) campaign - The Year We ROAR Together - on a grand scale, today. Aimed to encourage fans to go all out to pursue their dreams and goals, the CNY campaign is all about giving a voice to Malaysians to uncage their inner tigers - whether they're born in the Year of the Tiger or not.

Upon the arrival of the Management Team of Heineken Malaysia Berhad (HEINEKEN Malaysia) and media representatives at Connection, Pavilion KL, they had the opportunity to feast their eyes on the traditional Asian street installations with a contemporary twist at the Connection area and score exclusive Tiger merchandise via the exciting game booths there.

Guests were then ushered to the Grand Ballroom of JW Marriott Hotel Kuala Lumpur for the main launch event, where HEINEKEN Malaysia's trade partners were also present. Roland Bala, Managing Director of HEINEKEN Malaysia, took the stage to welcome guests before the rest of the Management Team joined him to officiate Tiger Beer Malaysia's CNY campaign for 2022, followed by an exciting Tiger and lion dance performance to spark the festive spirit. Guests were treated to an array of CNY delicacies and electrifying stage performances to usher in the Year of The Tiger.

“After two years of challenges amidst the pandemic, we're ready to make our mark and unleash our true potential. We believe everyone has an inner Tiger in them, therefore, we want our fans to UNCAGE themselves to take the leap of boldness and go all out to pursue their dreams and goals. With all the attractive festive promotions, we are also determined to bring exciting, groundbreaking experiences to our discerning drinkers. Let's raise our glasses and continue to ROAR together and usher in the prosperous year ahead with joy,” said Roland Bala.

The activities along Connection, Pavilion KL will be open to public from now until 15th February 2022 for fans to experience the festive vibes for themselves. Specially commissioned Tiger “Roar Together”



art installations by three up-and-coming artists of diverse backgrounds – Thomas Powell, Sheena Liam and Pamela Tan, will be activated at the main entrance from 10th January 2022 too. Fans can also redeem collectible Year of the Tiger Ang Pow packets, when they purchase RM88 worth of HEINEKEN Malaysia products at selected outlets in Pavilion KL, while stocks last.

Various QR code touchpoints along the area also enable fans to engage with Tiger's Augmented Reality (AR) 'Roaring Greetings' to interact virtually with a Tiger and generate inspiring CNY greetings to be shared with friends and family. At the same time, fans stand to win exclusive Tiger Mahjong sets with two weekly winners from now until 15th February 2022. These QR codes can also be found on Tiger's limited-edition cans and other touchpoints like the 'Roar Together' murals and print ads during the festive period.

Tiger Beer's efforts to champion the local art scene continues to grow. To spread the CNY cheer to other regions in Malaysia, Tiger engaged with various local artists to create exclusive 'Roar Together' murals at eight different locations nationwide including Petaling Street's famed Kwai Chai Hong. From 14th January until 20th February 2022, visitors can view Kwai Chai Hong's 'Live Wild & Prosper' installations by Alice Chang and Odd, giving fans even more Insta-worthy moments to welcome the Year of the Tiger.

More exciting news for fans is that for the first time ever, Tiger Beer will be venturing into the world of NFTs (Non-fungible Tokens) with an exclusive collaboration with Pestle & Mortar Clothing (PMC). The NFT collection, known as The Tiger Archives, feature vintage Tiger artwork ingrained into the blockchain, and each artwork is uniquely drawn fully by hand. These NFTs will unlock a series of perks throughout the Year of the Tiger, from exclusive merchandise down to curated experiences by PMC. The Tiger Archives NFT collection will be released for sale on 25th January 2022. 30% of the proceeds will go towards supporting local musicians, artists and street food chefs via Tiger's UNCAGE platform throughout the Year of The Tiger.

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. The media launch was conducted in full compliance with standard SOPs and regulations. For more information on local promotions and activations as well as terms and conditions, visit <http://bit.ly/TigerCNY2022>.

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About TIGER®:



Tiger® is the number one international premium beer in Asia and one of the world's fastest-growing beer brands. It is available in more than 50 markets across the globe. Defying the odds to create the ultimate brew, a perfect balance between bold and refreshing, Tiger® has been uncaging new ways to take refreshment to the next level and make the impossible possible for decades. Tiger® believes that we are all born with a Tiger inside us, a version of ourselves that knows no limits to what is possible. But we often succumb to the status quo because unlike a Tiger, we fear failure. Tiger® is igniting a movement to encourage people everywhere to set aside their fears and achieve their boldest ambitions in the Year of the Tiger. For more information, please visit www.tigerbeer.com.

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.