



PRESS RELEASE

For immediate release

Uncage your Inner Fire with Tiger Crystal Fire Starter

Want to try out a new passion but can't decide on one? Let this new AR filter tell you what to do next. Join the community of like-minded individuals and try out your new passion at the Fire Starter District Festival. Exclusive classes with mentors, prizes, Tiger Crystal products and more are up for grabs!

20th May 2022, KUALA LUMPUR – The only thing holding us back from trying something new and mastering it is the fear of failing. This is why the Tiger Crystal Fire Starter platform wants to empower Malaysians to become more than just their day jobs, giving them the confidence to discover their inner fire by picking up passions they didn't know they would love.

The Fire Starter campaign uses cool AR facial recognition and a unique personality assessment to help fans discover what to try next, in the realms of bouldering, dancing, rollerblading, jump rope, and football. All fans have to do is check out the website <https://firestarter.tigerbeer.com/> to get started, answer a series of questions, have the AR facial recognition do a scan, and by the end of it, it will reveal a passion point best suited for them.

Then, fans can share their results on social media platforms with the hashtags #TigerCrystalMY, #FireStarterMY, and #UncageYourInnerFire while tagging @TigerBeerMY to stand to win an exclusive class with mentors and even weekly prizes related to their passion point.

Mentors behind the Fire Starter platform, namely [Wee Chong Hooi](#) for rollerblading, [Janine Cherrie](#) for jump rope, [Danny Lee](#) for dancing, [Rubes Charles Leong](#) for bouldering, and Patrick Tee and Charles Saw of [D Skills](#) for football are ready to pass on some useful tips and tricks via exclusive physical and virtual classes. Those who participate are in for a rewarding experience as they get to be part of a growing community of like-minded fans and hone their skills with the help of the mentors.

An action-packed weekend awaits fans who join the Fire Starter District Festival from the 2nd to the 5th of June at Sentul Depot. It is the perfect place to try out their passions first-hand, guided by the mentors. To add on to the excitement, participants will get to redeem free bottles of Tiger Crystal at the end of their course and hang out with fellow fans who have unleashed their inner fire.

The journey doesn't end there. The Fire Starter community will continue to grow in the weeks to come with more exclusive classes, giving even more fans the opportunity to refine and enhance their skills in their newly discovered passion with the guidance of experts.

“As a brand that is brewed for your fire, we want to empower Malaysians to master something they never thought possible. It can be challenging to know where to begin with a new passion, so we wanted to make it easier with our AR Filter. With a selection of only the best mentors and exclusive classes, we are excited to create a community where fans can uncage their inner fire with the passion points suitable for them,” said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

Be sure to join the Fire Starter Squad and redeem free bottles of Tiger Crystal at the Fire Starter District Festival. For more information about Tiger Crystal and updates on the Fire Starter campaign, visit <https://firestarter.tigerbeer.com/> and their social media pages at www.tigerbeer.com.my and www.instagram.com/tigerbeermy. Tiger Crystal and all related promotions and activities are strictly



for non-Muslims aged 21 and above only. Tiger Crystal advocates responsible consumption and urges consumers to not drink and drive.

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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 a variety of beers and ciders on demand, 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.