

PRESS RELEASE

For immediate release



Beat the Heat with Tiger Crystal

The Tiger Crystal Heat Exchange saw hundreds of fans come together to get free ice-cold Tiger Crystal at Plaza Arkadia. From now until the 31st of October, when the heat goes up, the price of Tiger Crystal goes down at participating outlets and on Drinkies.

5th August 2022, KUALA LUMPUR – The tropical Malaysian climate leaves us yearning for ways to cool down. This is why Tiger Crystal has decided to fight fire with fire and beckoned its fans to turn up the heat with its latest Heat Exchange activation. In return, the brand will reward fans' efforts with free Tiger Crystal and promo codes.

The energy was abuzz at Plaza Arkadia, Desa Park City today, where a giant thermometer was put up at the centre of the plaza. Curious onlookers and fans were invited to come together to convert their body heat via various activities to crank up the temperature and unlock free ice-cold Tiger Crystal, brewed to beat the heat. Participants ran, jumped ropes, danced and even cycled their way to reach the target temperature and instantly unlocked free ice-cold Tiger Crystal to enjoy and celebrate their success among one another.

This one-day-only activation saw two rounds of Heat Exchange activity carried out with hundreds of bottles of ice-cold Tiger Crystal given away for free to participants to cool down after they brought the heat.

“The Malaysian weather is hot on most days, and as a beer that is brewed to beat the heat, Tiger Crystal wanted to inject some creativity when rewarding its fans. We kickstarted our Heat Exchange campaign with a giant thermometer placed right at the centre of a high-traffic area to reward fans in a playful manner. While this one-day-only activation enabled fans to come together and be rewarded for cheating the heat, our effort to keep the rewards flowing continues via the exclusive Heat Exchange website. From now until 31st of October, the hotter it gets, the lower the price of Tiger Crystal goes. All fans have to do is check out <http://heatexchange.tigerbeer.com/> for daily updates based on the weather to unlock crystal-cold refreshment, brewed to beat the heat,” said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

So, when you find yourself feeling the heat, don't forget to check out the Heat Exchange website and earn yourself a free Tiger Crystal to cool you down. Discount vouchers ranging from RM5 to a free bottle of Tiger Crystal can be redeemed instantly via the Drinkies application and its Star Bar feature. This exciting promotion is available for fans in Peninsular Malaysia only.

For more information about Tiger Crystal and updates on Heat Exchange activation and its current discounts, visit <http://heatexchange.tigerbeer.com/> and their social media pages at www.facebook.com/TigerBeerMY and www.instagram.com/tigerbeermly. 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.