

An epic end to Tiger's 'Cheers to the Bold' Campaign

Tiger's Finale Viewing Party saw fans cheering for their favourite teams, all while raking in Bold Points to score Tiger Football merchandise, including the Bold Kit by the brand's ambassador, Son Heung-min, among others.

18th December 2022, KUALA LUMPUR – Throughout the football season, Tiger paid homage to the ones who defied all odds, just like the brand's ambassador, iconic footballer, Son Heung-min. With Son's incredible story of defying challenges, Tiger also encouraged Malaysian fans to boldly live their dreams, no matter the obstacles that stand in their way.

To celebrate the most anticipated football season, Tiger hosted a series of epic live viewing parties for fans of the sport. The action-packed conclusion to the season saw Sentul Depot abuzz with excitement as 1,000 fans from all walks of life got together to watch their favourite teams go all out on the field. The viewing party was elevated with exciting games for fans to redeem exclusive Tiger Football merchandise and mouth-watering food to enjoy as they watched the final match on a giant LED screen, giving them a true football experience. But that's not all – the energy of football aficionados was unmatched as fans bonded over their love for football while enjoying ice-cold Tiger Beer.

The energy was contagious especially at the VIP viewing lounge, as four football lovers used their Bold Points to redeem the package for an epic viewing experience alongside 9 friends each. There, they got to enjoy ice-cold beer and food on the house as they witnessed the momentous celebration. But that's not all - 11 footie fans also got to enjoy the home party package where Tiger decked out their homes with football décor, accompanied by their favourite Tiger Beer and Tiger Crystal, and food for them and 9 friends.

While counting down the clock to the final showdown, fans took part in exciting games, the first being 'Goal! Goal! Goal!' where fans scream "goal" in the most unique way to win a signed football from Son Heung-min. With the 'Best Commentator' activity, football enthusiasts lived the dream of presenting a football commentary creatively to get their hands on a signed Son Heung-min Tiger jersey. Their football knowledge was also put to the test with the Trivia Cards, where five questions were posed for footie fans to answer based on the match. Guests who got all the trivia questions correct received the most sought-after merchandise, the Tiger Son Heung-min Bold Kit, while Tiger scarves were given to the consolation winners.

"This football season was a special one for the brand because we got to connect with football lovers in a bold way. Tiger is leveraging the football platform to encourage fans to defy all odds and boldly go forward to uncage their inner Tiger. With a wide range of activities, viewing parties and exclusive Tiger Football merchandise, we wanted to fuel fans' passion for the sport so they could have an elevated football experience," said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

For more information, visit Tiger's social media pages at www.facebook.com/TigerBeerMY and www.instagram.com/tigerbeermv. Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Beer advocates responsible consumption and urges consumers to not drink and drive.

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About TIGER®:

Tiger® is the number one international premium beer from 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 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.

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