

For Immediate Release

14 December 2022

## ENJOY RESPONSIBLY & GET HOME SAFELY

*HEINEKEN Malaysia collaborates with Grab Malaysia to encourage responsible and safe behaviours amongst consumers*

**KUALA LUMPUR, 14 December 2022** – Heineken Malaysia Berhad (HEINEKEN Malaysia) and Grab Malaysia are joining forces, calling on consumers to Enjoy Responsibly and Do Not Drink and Drive. With the festive season around the corner in December, this collaboration campaigns for responsible behaviours amongst consumers who plan to attend festive events and parties during the final two weeks of the year.

Through the collaboration, HEINEKEN Malaysia and Grab Malaysia will be offering up to 10,000 promo codes, giving an RM10 discount off Grab Rides to various Heineken®, Guinness, and Tiger brand events up until 31 December 2022.

Renuka Indrarajah, HEINEKEN Malaysia’s Corporate Affairs & Legal Director, said: “As a progressive brewer, we are committed to advocating responsible consumption. Our collaboration with Grab to offer ride discounts to consumers aims to encourage all consumers attending our events to do the right thing and take alternative transport when going out for a drink. Do not drink and drive, we want our consumers to get home safely at the end of the day.”

“Earlier this year, our *When You Drive, Never Drink* campaign called on consumers to pledge to never drink and drive. We received 3,000 pledges from consumers, indicating growing awareness and positive behaviours in Malaysia. We further received over 100 pledges from our business partners, who committed to supporting HEINEKEN Malaysia’s responsible consumption agenda. The Heineken® brand also dedicated 10% of media spend annually on promoting responsible consumption.”

This campaign is in line with Grab’s number one priority, safety, where it believes in providing a safe journey when and where people need it the most. Grab has always encouraged Malaysians to book Grab rides as an alternative to driving, whether it is for shopping, running errands, or even a night out. Through more dedicated campaigns to encourage Malaysians to use e-hailing as a transportation mode during these at-risk times, Grab is committed to being part of the solution to help people make safe choices.

HEINEKEN Malaysia’s brand events and all related promotions and activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to #EnjoyResponsibly. When you drive, never drink. Since 2010, the brewer has invested more than RM9 million in advocating responsible consumption.

### HEINEKEN Malaysia Brand Events in December

Event	Date	Location
Heineken Spread the Cheer Event, Eco Palladium Johor	23 December 2022	Eco Palladium Johor
Heineken Spread the Cheer Event, Automall Penang	24 December 2022	Automall Penang
Tiger Football Viewing Party	17 & 18 December 2022	The Square, Publika KL
Tiger Football Finale	18 December 2022	Sentul Depot, KL
Guinness Flagship outlet - Arthur's Storehouse	14 - 31 December 2022	Arthur's Storehouse Pavilion KL

For more information on HEINEKEN Malaysia and the company’s initiatives, please visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com).

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**About 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](http://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](http://www.sparkfoundation.com.my) for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is G.A.P.L. Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com)

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