

PRESS RELEASE

For immediate release

Heineken® Collaborates with Global K-Drama Star Park Hyung Sik for its New Campaign to Raise the Importance of Working Responsibly

According to the latest YouGov survey commissioned by HEINEKEN®, work has been cited as a key reason why employees ‘ghost’ their friends, significantly impacting their social life and relationship with friends and family.



KUALA LUMPUR, 13th April 2023 — In our hyperconnected world today, it is easier than ever to connect with employees on their devices. There is pressure to always be available, adding to employees’ working hours. In the APAC region, overworking is often seen as a sign of being successful in their careers which makes it challenging for employees to find time to socialise outside of work. In collaboration with global K-Drama Star Park Hyung Sik, the latest *Work Responsibly* campaign by HEINEKEN® hopes to help strike a balance in this hyperconnected world by shedding light on the overworking culture that is commonplace in Malaysia. Staying true to their enjoyment of life values, HEINEKEN® wants to remind employees to work responsibly and not let their social life down by ‘ghosting’ their friends.

While ‘ghosting’ is a term typically used by Malaysians when dating, friendship ‘ghosting’ can hurt just as much. According to the latest YouGov survey commissioned by HEINEKEN®, one of the most common reasons why employees in Malaysia ‘ghost’ their friends is due to their work commitments. As much as they seek fresh moments with their friends, work makes it hard for them to do so.

As part of the HEINEKEN® *Work Responsibly* campaign, Park Hyung Sik went on Instagram live last week while at a bar and witnessed some unusual happenings — beer glasses moving on their own and chairs sliding across the room. The incident was filmed to highlight how *a friend stuck in the office is a ghost at the bar* — whenever a friend ‘ghosts’ because of work, their friends end up hanging out with his/her ‘ghost’ instead — which explains the ‘paranormal’ activities happening in the video shared by Park Hyung Sik.

“Through this meaningful project by HEINEKEN®, we want to encourage employees to start working responsibly,” says Global Korean Actor Park Hyung Sik. “We should enjoy our social life and not let it be impacted by our work,” Park Hyung Sik added.

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According to YouGov, 41% of employees in Malaysia have ‘ghosted’ their friends due to work obligations. Due to the lack of work-life balance, it has impacted their life significantly — many feel burned out at work and revealed that work has caused strains in their relationship with their friends and partners.

A Culture of Overworking and Presenteeism

Over the years, employers have been placing more effort on helping employees achieve a work-life balance by implementing benefits such as extended annual leave, mental wellness days, and even flexible working arrangements. However, the commissioned study by YouGov shows that Malaysian employees still find that their social life is significantly impacted due to work.

A reason for overworking that’s unique to not just Malaysia but the APAC region, is the workplace culture of presenteeism — the feeling of confusion and guilt over leaving on time despite finishing the day’s work or feeling obligated to stay back until their seniors leave.

Employees Are Still Letting Their Social Life Down Due to Work Despite Enhanced Wellness Benefits

While Malaysian employees agree that their employers value work-life balance and encourage them to take time off, they still do not see improvement in their social life and often find themselves ‘ghosting’ their friends because of work. 65% of employees find themselves unable to reject extra work given to them – this is because it was assigned by their seniors or managers, and some are afraid that it will affect their promotions as they will be deemed lazy. Based on the YouGov statistics, 91% of Malaysian employees believe that having a good social life can help with the stresses at work.

“The #WorkResponsibly platform is raising awareness of the sensitive work-life balance issue around the world. HEINEKEN® has always encouraged and fostered socialisation and healthy human connections as we feel that workers need to embrace more social and leisure time. We’re thrilled to bring this platform to Singapore and Malaysia as a reminder to leave your duties on time and not let your social life fall behind,” says Bram Westenbrink, Global Head Heineken Brand.

“When you don't leave work on time, you also let someone else down: your friends. HEINEKEN®’s campaign serves as a reminder to fans to prioritise having a work-life balance. Despite evidence that working long hours is not sustainable long-term, many Malaysians still find themselves struggling to work responsibly. We hope that with this campaign, Malaysians are inspired to reach a more sustainable way of working and to overcome stress,” said Willemijn Sneep, Head of Marketing at HEINEKEN Malaysia.

Bringing the Message to the Bars

In line with Heineken’s Work Responsibly campaign to remind Malaysians to clock out from work on time and socialise with friends, Heineken will be having ‘Ghosted Bar’ activations on weekdays from 9th May to 31st May between 6pm and 10pm. There will be a total of 40 activations taking place at selected bars in Penang, Ipoh, the Klang Valley and Johor regions.

The online Ghost Generator [here](#) is also available for Malaysians to remind their friends to leave work on time and to not let their social life down through a personalized GIF. Fans of the brand can visit the same website to register for the ‘Ghosted Bar’ activations and/or to find out more details about the ‘Ghosted Bar’. We hope that this campaign inspires and encourages Malaysians to clock off work on time and overcome stress by prioritising their social life.

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About HEINEKEN

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution, and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business.

HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ over 85,000 employees and operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY).

Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us on Twitter via @HEINEKENCorp.

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 smooth and creamy **Guinness Draught in a Can**
- 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**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. 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 Enjoy Responsibly 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 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