

PRESS RELEASE

For immediate release

Tiger Beer - Boldly Asian, Globally Acclaimed, marking stripes around the world since 1932

Tiger Beer is celebrating its incredible, bold journey against the odds through an array of engaging activities – including the immersive Tiger Den – to inspire fans to be courageous and pursue their passions.

KUALA LUMPUR, 29th May 2023 – Before 1932, it was believed that you couldn't brew beer in the tropical heat. Yet, Tiger defied the odds to create a globally acclaimed lager, born in the streets of Asia. Now, this bold lager has made its mark in over 60 countries and counting, all while continually empowering its fans. With an array of unique experiences lined up from now until 9th July, Tiger wants Malaysians to have the same courageous spirit to overcome the odds and pursue their passions when faced with challenges through its “Boldly Asian, Globally Acclaimed” campaign.

Tiger Beer kicked off the campaign by encouraging fans to capture a picture of their favourite Tiger products with the backdrop of iconic buildings around the world. Fans worldwide have joined in on the celebration and shared their pictures on their social media platforms with the hashtags #TigerBeerMy and #GloballyAcclaimed to commemorate their bold moments with the brand – but this is only just the beginning for Malaysian fans.

Tiger fans in the Klang Valley can join the brand's unique immersive experience, the Tiger Den, which is the home of all things Tiger, ready to be explored from 15th June until 9th July. Here, there will be an array of experiences to learn more about how Tiger made its mark to become a globally acclaimed Asian lager. Located at Pavilion, Bukit Jalil, there will be six zones to explore at the Den - Heritage Street, Tiger Brewery, AR-fitti Street, Hype Street, The Crystal Cold Room, and The Tiger Bar.

The immersive experience encapsulates Tiger's unique journey with engaging activities, Tiger's round-the-world adventures via an interactive AR-fitti, Pestle and Mortar Clothing t-shirt customisation, limited-edition shoe customisation by Edmond Looi, as well as ice-cold Tiger products on the house with a live DJ and band performances. Be sure to check it out on Wednesdays and Thursdays, between 12 pm and 10 pm, as well as Fridays, Saturdays, and Sundays. Fans can register to join the experience at <https://tiger2023.tigerbeer.com/tiger-den/> by simply filling out their name, email and contact number.

“As a brand that has always defied the odds, we wanted to provide unique experiences and activities for our loyal fans who have been with us throughout our journey. We hope that with this, Malaysians will be inspired to also overcome the odds and pursue their passions. The Tiger Den truly is our brand's journey brought to life, celebrating all of our achievements as we roar boldly forward,” said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

Fans who want to enjoy Tiger products at participating outlets, bars and pubs near them can stand to win the grand prize – a trip to Singapore for two pax worth RM30,000, or a Tiger Metal Cooler Box as the consolation prize worth RM350. Ten winners will be selected to receive the grand prize and the consolation prize is available for 2,500 winners! Those who are interested can visit the same website for more details.

For more information on Tiger's 'Boldly Asian, Globally Acclaimed' campaign, the Tiger Den, contest and giveaways, check out <https://tiger2023.tigerbeer.com/>, as well as Tiger's social media pages at www.facebook.com/TigerBeerMY and www.instagram.com/tigerbeermy. Tiger Beer and all related

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promotions and activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to not drink and drive.

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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 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