

PRESS RELEASE

For immediate release

Boldly Step into the Tiger Den with Tiger Beer

Tiger, the globally acclaimed Asian lager, invites fans to explore the Tiger Den, the home of all things Tiger filled with curated immersive experiences paying tribute to its bold journey.

KUALA LUMPUR, 14th June 2023 – Tiger has been on a journey of overcoming the odds since 1932, and the brand believes that much of its success is owed to its loyal fans. This is why the bold lager has brought to life the Tiger Den - dubbed as the home of all things Tiger - for guests to join the brand to celebrate its bold stride since the beginning and to continue roaring into the future.

From learning more about Tiger's origins since the early 1900s to bask in the nostalgia of its evolution at Heritage Street, to going on a journey through a series of interactive experiences via AI at the AR-ffiti Street and Crystal Cold Room, the brand has set itself apart as a distinctly Asian lager with the remarkable Tiger Den.

Over the years, the brand has collaborated with homegrown designers through its innovative campaigns. At Hype Street, guests can purchase their very own exclusive Tiger x PMC T-shirt and get it customised with stickers to walk away with personalised streetwear merchandise, but that's not all. Sneakerheads can walk away with their very own limited-edition sneakers designed by Edmond Looi - only 18 pairs are available at the Tiger Den pop-up with the special pricing of RM999.

Upon completing the trail of experiences at the six unique zones, guests who have collected all five stamps can enjoy an ice-cold Tiger Beer and Tiger Crystal at the Tiger Bar all while enjoying live DJ and band performances. The first 100 people per day who show their completed stamp collection also stand to receive their very own customised Tiger bottle, but more giveaways await fans of the brand. At the immersive experience, those who document their journey and post an Instagram Reel of their experience can use the hashtags #TigerBeerMy #TigerDen and tag @tigerbeermy to stand to win a trip for two to Singapore worth RM30,000.

"The Tiger Den is the ultimate portrayal of the brand's bold journey. As an Asian lager that defied the odds, we wanted to share our rich history and future aspirations with the people who made this all possible: our loyal fans. We curated a selection of activities and experiences based on what the brand stands for – that is all things bold - all while paying homage to our past journey while celebrating our future," said Julie Kuan, Marketing Manager of Tiger Beer Malaysia.

The six zones – Heritage Street, Tiger Brewery, AR-ffiti Street, Hype Street, the Crystal Cold Room, and the Tiger Bar – are available for fans of the brand to explore from the 15th of June 2023 until the 9th of July 2023 from Wednesdays to Sundays at Pavilion Bukit Jalil.

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For more information on the 'Boldly Asian, Globally Acclaimed' campaign, the Tiger Den, as well as the 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 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 is one of the leading brewers in the country with its portfolio of iconic international brands. 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 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 is committed to advocating responsible consumption by championing responsible drinking behaviours through its Enjoy Responsibly campaign. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its CSR arm, **SPARK Foundation**, focusing on environment and community partnerships.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beers to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

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

For more information, please visit: www.heinekenmalaysia.com