



PRESS RELEASE

For Immediate Release

20 December 2023

Enjoy Responsibly and Grab a Ride This Festive Season

*HEINEKEN Malaysia advocates responsible consumption and safe behaviour by offering
Grab ride vouchers for consumers from 23 - 25 December*

Petaling Jaya, 20 December 2023 – Heineken Malaysia Berhad (HEINEKEN Malaysia) is offering a RM 10 discount off Grab rides this festive season, advocating consumers to enjoy responsibly and opt for alternative transportation when they attend festive events and parties.

Committed to responsible consumption, HEINEKEN Malaysia will be giving out Grab ride vouchers from 23 to 25 December to ensure that consumers can enjoy responsibly and get home safely at the end of their celebration. By keying in the promo code '**ENJOYRESPONSIBLY**', consumers can redeem up to two Grab ride vouchers to and from their event while stocks last.

Renuka Indrarajah, HEINEKEN Malaysia's Corporate Affairs & Legal Director, said: "This festive season is an opportune time to gather with friends and family. Amid the celebrations, we want to remind consumers to consume responsibly and not put themselves as well as others on the road at risk."

"Remember, When You Drive, Never Drink. As a progressive brewer, we are committed to advocating responsible consumption. These Grab ride vouchers aim to encourage consumers to do the right thing and take alternative transport when going out for a drink. At the end of the day, we want to ensure that our consumers can relish the festivities and get home safely." Renuka added.

Since 2010, HEINEKEN Malaysia has significantly invested in promoting responsible consumption, with an investment of over RM 9 million. Additionally, the Heineken® brand also allocates 10% of its annual media spend to further advocate for responsible drinking practices.

This Enjoy Responsibly campaign, is in line with Grab's number one priority, safety. Grab 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. Grab is committed to being part of the solution to help people make safe choices.



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For more information on Heineken Malaysia Berhad and its other initiatives, please visit <http://heinekenmalaysia.com/>.

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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



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