

PRESS RELEASE

For Immediate Release

Tiger Beer launches its 2024 'Cheers to a Bolder Tomorrow' campaign

Tiger Beer is encouraging Malaysians to celebrate their courageous achievements and set even bolder ambitions for the year ahead.

11th January 2024, KUALA LUMPUR – In Chinese culture, the dragon is deemed to be a strong and desirable zodiac symbol - when coupled with the spirit of the tiger, they represent a formidable force. This is why Tiger Beer is encouraging consumers to recognise their courageous achievements and set even bolder ambitions for the Year of the Dragon. With a series of exciting promotions and activities filled with unstoppable 'huat', the 'Cheers to a Bolder Tomorrow' campaign was officially launched today at Sunway Velocity Mall to much fanfare.

Last week, a video of a larger-than-life tiger and dragon coming together in KL city was spread across social media, sparking curiosity among netizens. It was revealed today that Tiger Beer was behind the viral stunt and wanted to inspire Malaysians to uncage their inner courage to embrace their boldest ambitions this year.

As of today, Tiger Beer will be taking over the concourse area at Sunway Velocity Mall (Kuala Lumpur) until 28th January, Gurney Plaza (Penang) from 24th January until 12th February, and Ipoh Parade (Ipoh) from 23rd January until 9th February. Here, shoppers can win exclusive merchandise when they take part in a variety of on-ground games, each requiring a unique set of skills to win. From putting speed and precision to the test to using coordination, there are many ways to score exclusive Tiger Beer merchandise. At the official media launch, members of the media got an exclusive first look and tried their hand at the activities.

Kicking off the official launch, Roland Bala, Managing Director of Heineken Malaysia Berhad, and Willemijn Sneep, Marketing Director of HEINEKEN Malaysia, set the tone for the evening with the crowd as they excitedly chanted the campaign tagline, 'Gan Gan Chong' before the launch animation video was played.

"CNY is a time when we come together with friends and family optimistically hoping for a prosperous year ahead, and Tiger Beer wants to be part of the celebration with everyone. With attractive nationwide activations and promotions, we want our loyal consumers to experience the formidable force of the tiger and the dragon as they 'Cheers to a Bolder Tomorrow' by setting ambitions even bolder than before," said Roland Bala, Managing Director of Heineken Malaysia Berhad.

Also new this year is the 'Bolder Tomorrow' IG Filter by @TigerBeerMY. To unlock the filter, scan any Tiger Beer logo physically or digitally to generate unique New Year blessings, share it on Instagram

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Stories mentioning your biggest goal for 2024 and stand to win merchandise from the Tiger Beer x Against Lab Year of The Dragon collection. This collaboration blends the brand's heritage and Against Lab's contemporary edge, shaping a bolder tomorrow in fashion. The collection, consisting of five pieces, will be sold exclusively at in-mall experiences and online on againstlab.com.

Be sure to check out the experiences happening across the nation and redeem exclusive merchandise when purchasing brews under the portfolio this CNY. For more information on the Tiger Beer CNY 2024 campaign, merchandise, promotions, contest, and giveaways, check out tigercny.tigerbeer.com, as well as Tiger Beer'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.

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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.