

For Immediate Release

HEINEKEN® REDEFINES MUSIC DISCOVERY WITH THE “REFRESH YOUR MUSIC, REFRESH YOUR NIGHTS” PLATFORM

Escape Your Music Bubble with Heineken®'s Innovative Digital Playlist for a Refreshing Blend of Tunes Every Week!



Kuala Lumpur, 13th March 2024 - Music sounds better when shared! Heineken® is excited to announce the return of its global music platform, “Refresh Your Music, Refresh Your Nights”. The cross-genre, cross-culture music platform invites fans to break out of their music bubbles and explore new sounds and expand their music tastes.

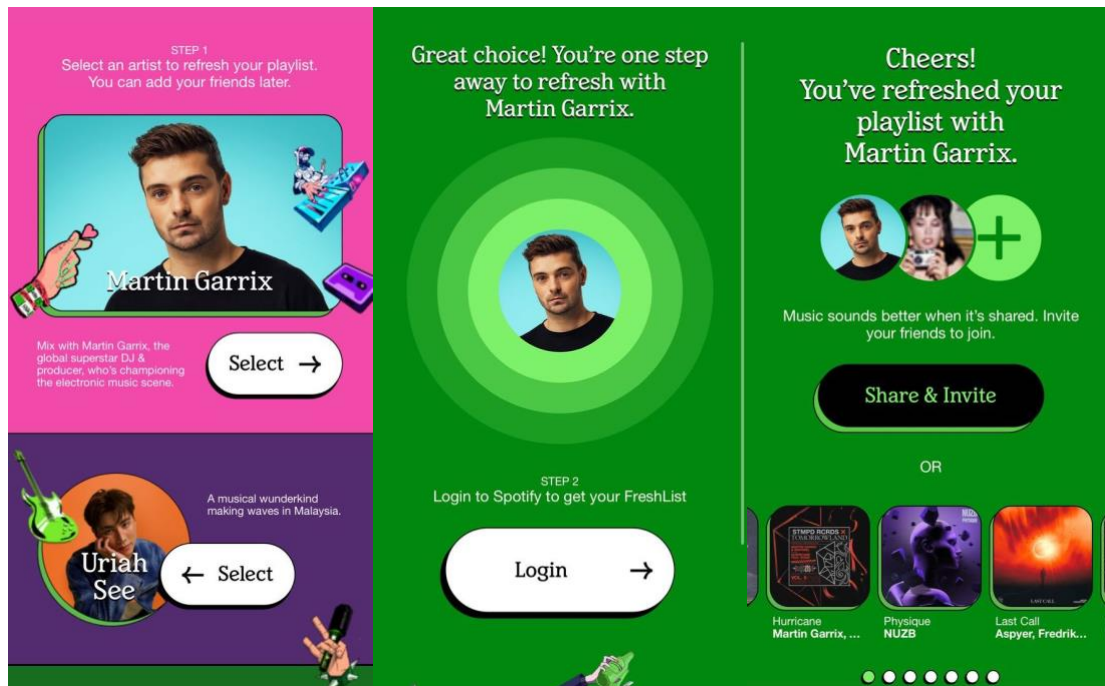
Back with an exciting twist, the highlight of this platform is the all-new **Heineken® Fresh List** - an exhilarating digital experience fostering new music discovery and connections. The Fresh List truly embeds the spirit of music exploration, leading music lovers to discover refreshing music experiences.

What's captivating about the **Heineken® Fresh List** is its ability for music lovers to create refreshing blended playlists on Spotify with their friends and favourite artists. Unlike typical algorithms, this innovative curation process, powered by the Heineken® Refreshing Algorithm, breaks the mould by intentionally introducing tracks outside common preferences, offering refreshing new music experiences.

True to the Heineken® brand ethos of innovation, this unique algorithm enables fans to blend their playlist with multiple friends and well-loved artists, including Martin Garrix, Uriah See, as well as DJ Ashley Lau.

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Here's how to experience Heineken® Fresh List in a few simple steps:



- Step 1: Visit our platform, Heineken® Refresh Hub: <https://www.heineken.com/my/en/campaigns/heineken-music>
- Step 2: Select an artist or any of your friends to refresh your playlist.
- Step 3: Connect using your Spotify account.
- Step 4: Get your Heineken® Fresh List and invite more friends to join!

Willemijn Sneep, Marketing Director of Heineken Malaysia Berhad, expressed, “At Heineken®, we revel in challenging the norm, infusing every experience with a unique twist for a fresher world. Introducing the **Heineken® Fresh List** into the brand’s ‘Refresh Your Music’ global platform reaffirms this commitment. It's about more than just music; it's about redefining how we connect, explore, and enjoy together. Expect the unexpected because that's what Heineken® does best.”

Fans in Malaysia can anticipate an electrifying music event – **Heineken® Refresh** – soon in Kuala Lumpur. **Heineken® Refresh** will take its revellers on a journey through fresh tunes and a spectacular audio-visual experience.

Get ready for an exciting journey with **Heineken® Refresh**! Brace yourself as we unleash refreshing music experiences across participating outlets nationwide from April to June 2024. Get hyped for an array of thrilling activities, from immersive music games that'll ignite your senses to grooving the night away at our pulsating outlet activations.

So don't miss out on the exhilaration – follow Heineken® on [Instagram](#) and [Facebook](#) for updates and details for a sensational ride with **Heineken® Refresh**!



Heineken® and all these happenings are strictly for non-Muslims aged 21 and above. We're all about being responsible – when you drive, never drink. Please #EnjoyResponsibly.

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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