



PRESS RELEASE
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GUINNESS CELEBRATES THE NEW PREMIER LEAGUE SEASON WITH THE SPIRIT OF TOGETHERNESS

Partnership Kicks Off with Local Viewing Parties and Dream Rewards

KUALA LUMPUR, 1st September 2024 – Get ready to ignite your Premier League passion like never before! Guinness Malaysia is bringing the heat this Premier League season with a sensational nationwide campaign that blends the pulsating thrill of the world’s most-watched football league with the unmatched richness of a perfectly poured Guinness.

As the Official Beer of the Premier League, Guinness is set to deliver an extraordinary season with a series of exhilarating Viewing Parties across Malaysia’s best-loved pubs and bars. This epic campaign promises to unite fans of the beautiful game and the beautiful beer, offering an unforgettable viewing experience packed with action, camaraderie, and unbeatable rewards.



Caption: (Center) Representatives of Heineken Malaysia, Diageo and Guinness Malaysia team up with Guinness lovers and football fans to mark the global partnership of Guinness as the Official Beer of the Premier League and season-long nationwide campaign.

Fans can dive headfirst into the electrifying atmosphere of the Premier League, relishing every moment with a Guinness in hand, and stand to win incredible prizes—including the ultimate grand prize: **an all-expenses-paid trip to witness a Premier League match live!**



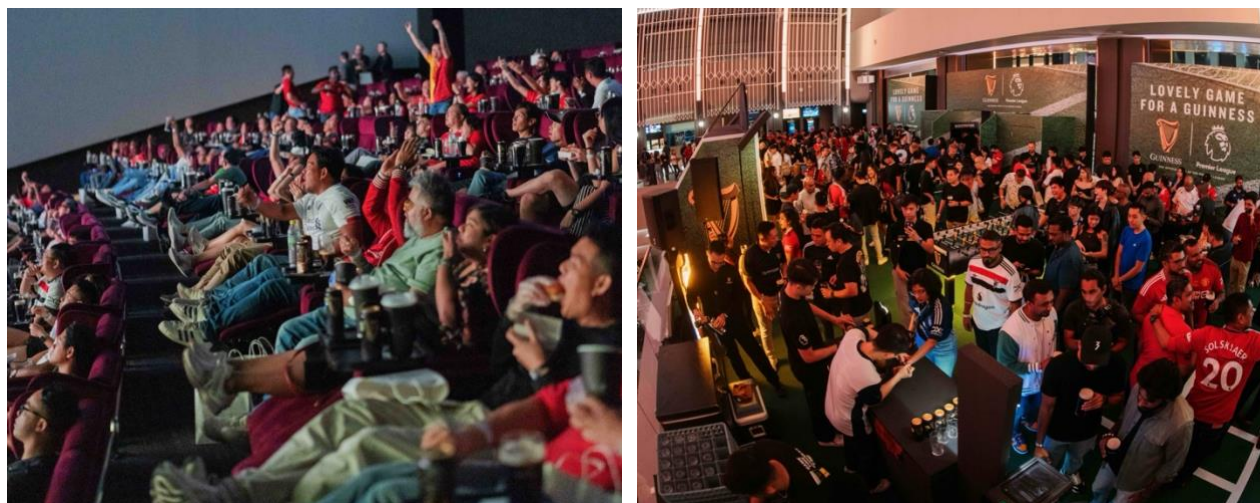
Caption: Guinness x Premier League Viewing Parties unite fans of the beautiful game and the beautiful beer, offering an unforgettable viewing experience packed with action, camaraderie, and unbeatable rewards.

To heighten the excitement, Guinness rolled out a dynamic new communication titled **‘Lovely Game for a Guinness,’** spanning various media channels. This new creative series captures the deep connection between football fans and their beloved stout, ensuring memorable experiences as the two global icons unite. The global campaign kicked off last month in London, where Premier League legend **Alan Shearer teamed up with Guinness** to unveil an iconic spectacle—a line-up of 20 Guinness tankers, each sporting the colours of a Premier League club, setting off from the legendary St. James’s Gate Brewery in Dublin to deliver perfect pints of Guinness to fans for the season’s first match.

Martijn van Keulen, Managing Director of Heineken Malaysia Berhad, expressed his enthusiasm by drawing on the essence aptly captured in the campaign tagline, **‘Lovely Game for a Guinness’:** “We couldn’t be more excited to roll out the Guinness x Premier League campaign in Malaysia, which offers a

unique opportunity for all football fans – regardless of their club allegiance – to come together for an authentic Guinness experience celebrating the beautiful game they love.

“The Premier League embodies passion, excitement, and unity, and Guinness is thrilled to bring that same vibrant energy to fans across Malaysia. This campaign isn’t just about celebrating the partnership of two iconic global brands; it’s about creating unforgettable experiences that put passionate fans, the rich culture of football, and the enjoyment of a Guinness at the very heart of the action. We’re inviting fans to unite, share their love for the game, and savour every moment with a Guinness,” van Keulen continued.



Caption: Guinness creates unforgettable match-day experiences that put passionate fans, the rich culture of football, and the enjoyment of a Guinness at the very heart of the action.

Whether you’re cheering at the pub or catching the match at home, Guinness is committed to elevating your match-day experience. For those enjoying the game from home, you can enjoy the same distinctive Guinness draught on your couch. Simply order **Guinness Draught In A Can (GDIC) online at Drinkies.my**, and experience the beautiful game with the beautiful beer shared with the great company of friends—just as you would at the pub.

Prepare for an unforgettable season where every goal and every cheer is perfectly paired with a pint of Guinness. Stay updated on all things Guinness Malaysia by following their social media channels: www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy .

Guinness x Premier League and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia reminds all patrons to enjoy responsibly and to never 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 bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- 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

About the Premier League

The Premier League produces some of the most competitive and compelling football in the world. The League and its clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in 920 million homes in 189 countries.