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Tiger Beer Malaysia Unveils CNY 2026 with Bold New Festive Collectibles Inspired by the spirit of 敢敢冲 (Dare to Charge Forward)

Designed for those stepping into the new year with purpose and togetherness.



KUALA LUMPUR, 19 December 2025 – This Chinese New Year (CNY), Tiger Beer continues to rally consumers to 敢敢冲 (Dare to Charge Forward), a bold way to step into the year ahead with purpose and togetherness. Rooted in familiar CNY aspirations of ambition, connection, and celebration, Tiger expresses this year's festive spirit through collaborations and designs that blend tradition with contemporary Asian creativity. As the first reveal in Tiger's CNY line-up, these collectibles set the tone for more experiences and surprises that will unfold throughout the season.

To express the spirit of 敢敢冲 in a way that feels both progressive and meaningful, Tiger has partnered with Malaysian contemporary calligraphy artist Jameson Yap, whose signature River Stroke (流書) technique bridges heritage and modern design. For the collaboration, his expressive approach reinterprets themes often associated with CNY traditions, from wellbeing to harmony and shared prosperity, through bold, contemporary calligraphy.

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Crafted for homes that celebrate with personality, this year's collection includes ceramic plates, mugs, and a four-player mahjong set, each featuring custom calligraphy. The plates and mugs come in five CNY-themed designs, including a mystery edition for collectors looking to complete the full series. Together, these pieces blend tradition with contemporary artistry, and are designed to be seen, shared, and remembered.

Tiger also continues its collaboration with atmos, the Tokyo-based streetwear label recognised for its influence across Asian sneaker and street culture. atmos brings a street-style lens to Tiger's festive direction, adding a bold, modern edge that complements the brand's Asian creative energy.



Making its debut this year, the **first-ever Tiger x atmos Poker Set** merges atmos' design sensibility with a touch of CNY tradition, offering a streetwear-inspired twist on a familiar festive classic. The Poker Set also provides an early preview of a wider Tiger x atmos collaboration arriving later in the season, giving audiences a first glimpse of how both brands will continue championing bold Asian creativity.

Festive collectibles and rewards are available across participating outlets

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This season, participating outlets nationwide will feature a range of limited-edition items and prizes.

Tiger Gold Ang Pao & Calligraphy Ceramic Mug Blind Box at Coffee Shops, Food Courts, and Chinese Restaurants



Consumers who purchase big bottles of Tiger Beer, Tiger Crystal, or selected beers under HEINEKEN Malaysia's portfolio of brands at participating coffee shops, food courts, and Chinese restaurants can check under the bottle caps, as selected caps may feature special characters indicating prizes that may be won.

Selected eligible caps may be redeemed for the 10g 999.9 Tiger Gold Ang Pao worth RM6,200+, while those who collect six limited-edition caps, including at least one from Tiger Crystal, may redeem a Ceramic Mug featuring calligraphy by Jameson Yap.

All redemptions for this channel may be completed via the hotline at 1800-22-8220, available Monday–Sunday, 3 pm–11 pm.

Calligraphy Ceramic Plate Blind Box & Mahjong Set at Supermarkets, Hypermarkets, Lazada, and Shopee

At participating supermarkets, hypermarkets, and the HEINEKEN Official Stores on Lazada and Shopee, shoppers who spend RM138 and above on Tiger Crystal, Tiger Soju Flavoured Lager, or selected HEINEKEN Malaysia beers can redeem one Ceramic Plate featuring calligraphy designs. The plates come in five designs, including a mystery edition, allowing collectors to complete the full series over multiple redemptions.

Those looking for a larger keepsake can redeem the Limited-Edition Mahjong Set, available with a RM588 spend in supermarkets and hypermarkets or RM688 on Lazada or Shopee, inclusive of at least one carton of Tiger Crystal.

Tiger x atmos Exclusive Poker Set at Restaurants, Pubs, and Bars

Customers of **restaurants, pubs, and bars** who spend RM90 and above on Tiger Beer, Tiger Crystal, Tiger Soju Flavoured Lager, or other selected HEINEKEN Malaysia beers stand to win a Tiger x atmos Poker Set or RM88 TNG eWallet credit. Receipts with the purchase of bottled beer count as one entry, while receipts with draught beer count as two entries.

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Samsung Galaxy Z Fold 7 at Convenience stores

Shoppers at participating convenience stores who purchase RM20 worth of Tiger Crystal, Tiger Soju Flavoured Lager, or selected HEINEKEN Malaysia beers will stand to win a Samsung Galaxy Z Fold 7.

99 Speedmart Cash Vouchers & Tiger Rummy Set At 99 Speedmarts

At 99 Speedmart outlets, shoppers who purchase one carton of Tiger, Tiger Crystal, Tiger Soju Flavoured Lager, or selected HEINEKEN Malaysia products stand to win prizes, including the Tiger rummy set, RM1,000 worth of 99 Speedmart Vouchers, or RM500 worth of 99 Speedmart Vouchers.

To participate, shoppers can submit their entries via the Tiger Chinese New Year microsite at tigerchny.tigerbeer.com.

For more information on the activation and promotion mechanics, visit tigerchny.tigerbeer.com and follow the brand on Instagram and Facebook for updates. All promotions are subject to Terms and Conditions and available while stocks last.

Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger 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 World-acclaimed iconic Asian beer Tiger Beer
- The World's No. 1 stout Guinness
- The premium wheat beer born in the Alps Edelweiss
- And many more. Visit www.heinekenmalaysia.com for a full overview of our portfolio

HEINEKEN Malaysia advocates responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate responsibility initiatives are carried out

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by its corporate responsibility arm, SPARK Foundation, focusing on environment and community partnerships.

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is GAPL 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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