



**PRESS RELEASE**

For Immediate Release

**HEINEKEN® Announces Axwell To Headline The All-New Heineken® House**

*A two-room music experience featuring a curated line-up of international and local artists, connecting fans through shared fandoms*



*Heineken® House brings a diverse mix of music experiences, creating opportunities for new connections.*

**KUALA LUMPUR, 15 June 2026** – Returning this August with a bold new experience, Heineken®’s biggest music event of the year evolves into **Heineken® House** — a **two-room takeover** headlined by globally renowned **Swedish DJ and producer Axwell**.

The dual-room experience pairs energetic performances on the Star Arena mainstage with the more intimate Star Club, a second space designed around a 360-degree center-stage setup that places fans at the heart of the action.

The event brings Heineken®’s global **“Fans Have More Friends”** platform to life through a music-led experience built on a simple belief: **shared passions naturally bring people together**. Whether through music, football or Formula 1, shared passions have a unique way of turning strangers into friends.



Across both spaces, Heineken® House brings together a diverse mix of spatial sounds and experiences, creating opportunities for fans to meet new people, discover common interests and connect through the music they love.

Alongside **Axwell** in the Star Arena main room will also feature regional and local acts including **Blink, Dirty Signal, Mr. Yang, Viene and AnnJo**. Headlining the Star Club will be **Baby J and Tye Turner** alongside **Ashley Lau, Smooth Brain Girly, Mister Rodrigo and MJ**. Heineken® House will take place on **15 August** at the **XOX Arena, The Arch Galleries, Kuala Lumpur**.

### **MORE MUSIC, MORE CONNECTIONS, MORE REFRESHING EXPERIENCES**

Bringing Heineken®'s global '*Fans Have More Friends*' platform to life locally, Heineken® introduces ***Just Say Hei (Hei is pronounced "Hi")*** — a simple social gesture designed to help fans **connect naturally through shared passions**. Built around the belief that shared passions and fandom bring people together, *Just Say Hei* turns a simple hello into the start of a new connection.

The idea is inspired by a simple insight: while Gen Z audiences are more connected than ever online, there is an opportunity to create more pathways for shared digital interests to translate into real-world connections, especially around experiences they are passionate about. By bringing like-minded individuals together, shared passions can become the catalyst for new conversations, connections, and friendships.

### **START AS STRANGERS, ARRIVE AS FRIENDS**

To help fans put *Just Say Hei* into action, Heineken® introduces **Heineken® House Sessions**, a series of immersive club takeovers designed as a social warm-up ahead of the Heineken® House finale.

Here, fans can meet and connect with fellow fans through music. More importantly, they can find the people they'll experience Heineken® House with — turning shared fandoms into real-world connections before the big night.

The **Heineken® House Sessions** will take place in Kuala Lumpur, Penang and Malacca where entry is by invitation only. Visit **@heinkenmy** on Instagram, click the link in bio, and just comment "**HEI**" to secure your invitation to your preferred session:

- 20 June - Lane 23, TRX, Kuala Lumpur
- 11 July - Ting Livehouse, Malacca
- 25 July - Tsin Livehouse, Penang



**Sean O'Donnell, Marketing Director of HEINEKEN Malaysia,** said Heineken® House reflects the brand's *'Fans Have More Friends'* belief that shared passions and fandoms have a unique way of bringing people together.

"Heineken® House is built on a simple belief — that people have more in common than they realise. *Just Say Hei* is that first step; a simple, pressure-free way to turn shared interests into real-world connections through what people already enjoy.

"What makes *Just Say Hei* powerful is how it comes to life across the journey, from Heineken® House Sessions to the finale — creating opportunities for people to meet, connect and enjoy memorable experiences together through shared passions. There's also a playful nod in the name itself. 'Hei' forms the first three letters of the brand and captures the spirit of Heineken®, turning a simple greeting, paired with a Heineken® in hand, into an effortless way for people to connect through shared passions," added Sean.

At the heart of the Heineken® House experience, fans can look forward to additional Heineken® moments designed to help them find and connect with each other through shared passions, with more details to be announced in the lead-up to the event.

These experiences will turn simple interactions into immediate moments of connection. No awkward introductions, no overthinking — just more ways for fans to discover shared passions, proving they are closer than they think.

**Tickets to Heineken® House** are available via:

- Purchase of a **'Heineken® Music Pack'**, which contains **16 x 320ml cans of Heineken® and one (1) General Admission ticket, at major supermarkets, while stocks last.**
- Purchase participating Heineken® products and stand to win **2x VIP passes.**

Visit [www.heineken.com/my/en/campaigns/fhmf/](http://www.heineken.com/my/en/campaigns/fhmf/) for more information on Heineken® House, artist announcements, how to unlock passes or to know more about Heineken®'s *'Fans Have More Friends'* platform.

All promotions, campaigns, and contests are subject to Terms and Conditions and available while stocks last. Images, if any, are for illustration purposes only. Heineken® and all campaign events are strictly for non-Muslims aged 21 and above. We are committed to responsible consumption — when you drive, never drink. Please #EnjoyResponsibly.

**ENDS**



## About Heineken Malaysia Berhad

HEINEKEN Malaysia is part of the world's pioneering beer company and one of the leading brewers in the country, with a portfolio of iconic international brands. Guided by our purpose of Brewing the Joy of True Togetherness to inspire a better world, our sharpened EverGreen 2030 strategy delivers balanced growth through three priorities:

- **Accelerate Growth** by strengthening category growth, driving innovation and elevating consumers and customers centricity.
- **Step Up Productivity** by driving cost efficiency and generating value for growth.
- **Focus FutureFit** by advancing digital transformation, sustainability leadership, and a high performance, people driven culture.

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 all-time local favourite **Anchor Smooth**
- The premium wheat beer born in the Alps **Edelweiss**
- And many more. Visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com) for a full overview of our portfolio

HEINEKEN Malaysia advocates responsible consumption through its Enjoy Responsibly and When You Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate responsibility initiatives are carried out 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](http://www.heinekenmalaysia.com).

### For media enquiries, please contact:

#### Jeninder Kaur Gill

Head of PR

Sambal Lab Sdn Bhd

E: [jenny@samballab.com](mailto:jenny@samballab.com)

M: +6012 233-0124

#### Jennifer Tennant

Earned & Brand Responsibility Manager

Heineken Marketing Malaysia Sdn Bhd

E: [jennifer.tennant@heineken.com](mailto:jennifer.tennant@heineken.com)

M: +6016 222-0072