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Tiger Beer Launches Football Heat League Giving Fans A New Way To Share Their Football Instincts Before Kickoff

The Tiger Football Heat League invites fans to challenge their friends, submit how heated they think each match will be, and compare their football instincts at full time.

KUALA LUMPUR, 5 June 2026 — Tiger Beer is turning up the football season with the launch of the Tiger Football Heat League, a new fan challenge that brings the brand's "Brewed for the Heat of the Game" campaign spirit to life. Running from 11th June to 20th July 2026, the platform invites fans to challenge their friends, weigh in on how heated they think selected matches will be, and see how their football instincts stack up after the final whistle.

Before kickoff, every football fan has a feel of how heated a match could get. Some expect a clean game, others sense early cards, penalties or goals that could shift the rhythm. Through the Tiger Football Heat League, fans can put that football knowledge to the test in a friendly leaderboard challenge and receive rewards throughout the campaign period.



On the platform, fans share how heated they think match moments are, by sharing the number of goals, penalties, yellow cards and red cards that will happen during the match. Each submission is then converted into a Heat Score. At full time, the platform calculates the final Heat Score based on what occurred during the match and compares it against each fan's entry.

Fans who rank highest on the leaderboard earn bragging rights among friends and fellow football fans throughout the campaign period. Weekly and overall top-ranking fans will also be eligible to receive campaign rewards such as adidas Home National Team Jerseys, FIFA World Cup 26™ Trionda League Balls, and RM100 and RM50 Shopee vouchers.

"Football season brings out a different kind of passion in fans. We see it in the way they follow every match, back their teams, and react to every goal, card and penalty," said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**. "Tiger Beer has always been brewed for the heat, and with the Tiger Football Heat League, we are bringing that spirit into the game itself. The league gives fans a new way to



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weigh in before kickoff and be part of the tension, instinct and excitement that make football so thrilling to watch.”

How to Join the Football Heat League

Consumers can access the Tiger Football Heat League via <https://uncage.tigerbeer.com/>, where they can create an account and share how heated they think each selected match will be before kick off. Fans can return throughout the campaign period to submit new entries, track their position on the leaderboard, and compare their Heat Score with friends and fellow fans.

Defy The Heat Of Match Nights With Tiger

To bring the energy of football season closer to consumers, Tiger Beer is rolling out promotions across participating supermarkets, hypermarkets, convenience stores, bars and pubs, giving fans more ways to gear up for every heated match moment.



From 1 June to 31 July 2026, consumers who purchase participating Tiger Beer products at selected supermarkets, hypermarkets, convenience stores, as well as the Heineken Official Stores on Shopee and Lazada can scan the campaign QR code and submit their entries for exclusive Tiger football rewards, including the Tiger Beer branded Dyson Air Purifier Fan and Tiger 8L Cooler Box.

Selected outlets in Peninsular Malaysia will also feature exclusive Tiger Football merchandise promotions while stocks last. Consumers who purchase 2 packs of participating Tiger Beer products at **Sunshine** can receive a Tiger Football Foldable Umbrella, while purchases at **Hank's and Village Grocer** come with a Tiger Football Shoe Bag and Tiger Football Backpack respectively. At **Lotus's**, consumers who purchase 3 packs of participating Tiger Beer products can receive a Tiger Football Duffel Bag, while purchases of RM50 and above at **CU Mart & myNEWS** come with a Tiger Cooler Sleeve.

Consumers visiting selected hyper/supermarkets can also take part in an on-ground football challenge with the purchase of 2 packs of participating Tiger Beer products. Participants will receive five balls and must score goals in the correct sequence, with rewards given based on the time taken to complete the challenge.



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From 1 June to 31 July 2026, the football action continues at participating bars and pubs, where consumers who purchase participating sets or buckets of Tiger Beer, Heineken®, Guinness, Anchor, or Edelweiss products can submit their entries for exclusive football rewards, including framed signed jerseys by football legends or RM50 TNG eWallet credits.

Leaderboard updates and campaign promotions will also be shared on Tiger Beer Malaysia's [Instagram](#) and [Facebook](#) pages. All promotions and contests are subject to Terms and Conditions and available while stocks last. Images, if any, are for illustration purposes only.

Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Beer advocates responsible consumption and urges consumers to not drink and drive.

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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 its purpose of Brewing the Joy of True Togetherness to inspire a better world, its 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 Future Fit 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 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 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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