

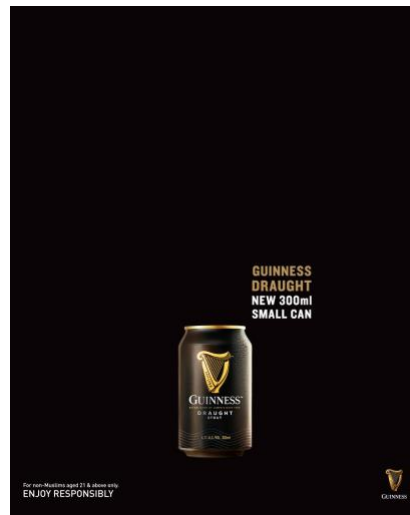
PRESS RELEASE

For Immediate Release



Guinness Malaysia Launches its Smallest Guinness Draught in Can Yet

The iconic draught experience comes to life at House of Small at The Exchange TRX from 8 to 9 August.



KUALA LUMPUR, 7 August 2026 – Guinness Malaysia today launched **Guinness Draught in Can 300ml**, introducing the smallest Guinness can yet.

The new compact format gives consumers another way to enjoy Guinness Draught at home, while still delivering the signature Guinness Draught experience. Powered by the iconic nitrogen widget, each can creates the signature surge and settle, smooth taste and creamy head that Guinness Draught is known for.



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A Guinness Global First

Since 1759, Guinness has been defined by its commitment to craft and quality. The new Guinness Draught in Can 300ml continues that legacy by bringing the same smooth and creamy draught experience into a more compact serve. It joins the existing Guinness Draught in Can 470ml, expanding the range with another format for consumers to choose from.

“Guinness Draught in Can has become a strong growth platform for Guinness here, giving us a solid foundation to introduce the latest addition to the range,” said **Joyce Lim, Marketing Manager at Guinness Malaysia**. “This launch also reflects an important milestone for Guinness Malaysia, successfully bringing the signature draught experience into a smaller can, without compromising the quality, craft and ritual that consumers love. The 300ml format is designed for those smaller everyday moments.”

Experience the Greatness of Small Through House of Small



To celebrate the launch, Guinness Malaysia has introduced **House of Small at The Exchange TRX**, an immersive pop-up inspired by the new Guinness Draught in Can 300ml. Held from **8 to 9 August 2026**, House of Small reimagines an everyday home, with everything intentionally scaled down.

At House of Small, eligible visitors are welcomed in groups of up to four and guided by a host through a series of interactive activities featuring the new Guinness Draught in Can. Upon completing the journey, each visitor will receive a complimentary can, a signature Guinness glass and an RM5 voucher redeemable with the purchase of any Guinness Draught in Can product at Mercato TRX, while stocks last. *

Guinness Draught in Can 300ml is now available in Malaysia at selected retail outlets, alongside the existing Guinness Draught in Can 470ml range.

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For more information about Guinness House of Small, visit Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/GuinnessMY/.

**Promotional items are subject to terms and conditions, available while stocks last, and images shown are for illustration purposes only. Admission to House of Small is on a first come first serve basis, and subject to availability.*

***Guinness and all related promotions, campaigns and contests are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges everyone to never drink and drive.*

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About HEINEKEN Malaysia Group

HEINEKEN Malaysia Group (the Group), comprising Heineken Malaysia Berhad (HMB) and its operating subsidiary, Heineken Marketing Malaysia Sdn Bhd (HMMSB), is one of Malaysia's leading brewers and part of Heineken N.V., the world's pioneering beer company. **HMB** is listed on the Main Market of Bursa Malaysia. Its principal shareholder is GAPL Pte Ltd, headquartered in Singapore and wholly owned by Heineken N.V. HMB undertakes the Group's brewing and manufacturing operations, whilst HMMSB serves as its commercial arm, focusing on the marketing, sales and distribution of the Group's beverage portfolio nationwide. Together, the Group brews, imports, markets and distributes a broad range of beer, stout, cider, shandy, dealcoholised alcoholic drinks and non-alcoholic malt beverage brands, including:

- 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**

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 consumer and customer 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 Group advocates responsible consumption through its 'Enjoy Responsibly' and 'When You Drive, Never Drink' campaigns, whilst its corporate responsibility initiatives are carried out by **SPARK Foundation**, focusing on environment and community partnerships.

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