



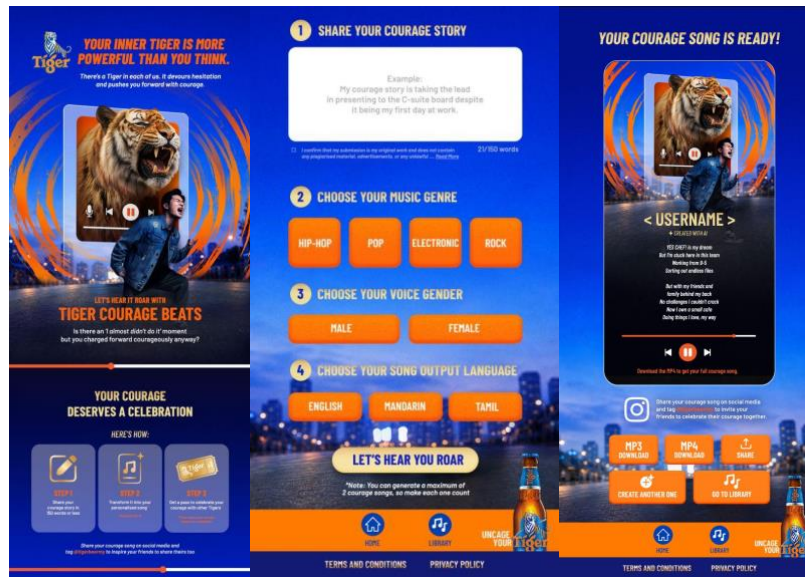
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Tiger Beer Turns Stories of Courage into Personal Anthems

Tiger Courage Beats invites people to submit their moments of courage and hear them transformed into personalised, shareable Courage Songs in their chosen genres, voices and languages

KUALA LUMPUR, 5 August 2026 - Tiger Beer today launched [Tiger Courage Beats](#), an innovative experience that transforms personal stories of courage into songs, giving people a new way to hear, relive and share the moments that moved them forward.

Available from 1 August to 15 September 2026 as part of the brand's *Roar With Courage* campaign, *Tiger Courage Beats* invites people to submit stories of the moments that kept them moving forward. Each story can be transformed into a personalised Courage Song generated using artificial intelligence (AI), in the participant's chosen music genre, voice and language, with downloadable audio and visual formats for sharing on social media. This experience is designed to help consumers creatively express their stories and does not replicate or imitate any specific artist, performer, or copyrighted work.



The campaign is built on the belief that everyone's inner tiger is more powerful than they think. Courage tends to be celebrated at the finish line, while the moment that made it possible, the decision to keep going despite doubt, rarely gets told. Once something is over, people tend to move on rather than talk about what it took to get there. Tiger Courage Beats invites people to put those untold stories into words and hear them recognised, many for the first time, through music.



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"Tiger Courage Beats is about recognising the moments people rarely talk about, even though they often define who they become. We wanted to give people a new way to revisit those stories, celebrate them through music, and ultimately bring them together as part of a bigger Tiger celebration later this year," said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**.

Eligible participants may also receive access to the Tiger Courage celebration later this year, subject to availability and on a first-come, first-served basis.

How to Create Your Courage Song

Participants can visit the Tiger Courage Beats microsite at <https://tigercouragebeats.com/>, which is open to non-Muslims aged 21 and includes an age-verification process.

Once users submit their personal courage story of up to 150 words, they can then choose their preferred music genre, voice, and language before their story is transformed into a personalised AI-generated Courage Song, complete with a shareable audio and visual inspired by their submission. Users must ensure that the content shared is original, does not contain plagiarised material, offensive or illegal content, advertisement or reference related to race, religion, royalty, politics or other sensitive matter. Each user can submit up to two (2) personal courage stories during the campaign period.

The Courage Songs and accompanying visuals are generated using AI based on participants' submitted stories and selected preferences. As AI-generated content, outputs may vary and may not fully reflect users' intended wording or meaning.

For more information, consumers can follow the brand on [Instagram](#) and [Facebook](#) for updates. All promotions, campaigns and contests are subject to Terms and Conditions and available while stocks last. This Promotion and campaign are in no way sponsored, endorsed or administered by, or associated with, Facebook and Instagram.

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 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



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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 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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