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Tiger Roar Asian Music Festival Brings Asia Music Icons Together in a Celebration of Courage

Paul Wong (Beyond), ØZI, 3P, ManHanD, Dato' Maw, Elva Suyan and S.A.C will take the stage on 31 October, with a line-up spanning rock, R&B, M-pop and hip-hop.

KUALA LUMPUR, 2 September 2026 - Following the launch of [Tiger Courage Beats](#), Tiger Beer is bringing its *Roar With Courage* campaign to a collective celebration with the Tiger Roar Asian Music Festival.

The festival marks the celebration of Tiger's courage campaign, bringing together music, culture and shared experiences to recognise the moments of courage that move people forward. Throughout the campaign, Tiger has invited people to revisit the moments when they faced hesitation, uncertainty or self-doubt, but chose to keep going. At the Tiger Roar Asian Music Festival, these individual stories come together as a shared celebration of courage.



Taking the stage will be a line-up of international and local artists across the Asian music scene. Headlining the festival will be **Paul Wong**, a member of one of the most influential Hong Kong rock bands, **Beyond**, and **ØZI**, a Taiwanese-American singer-songwriter and rapper. The festival will also feature Malaysian artists, including singer-dancer trio **3P**, Cantonese hip-hop group **ManHanD**, independent hip-hop artist **Dato' Maw**, rapper, singer and songwriter **Elva Suyan**, and Chinese hip-hop duo **S.A.C**. From rock and R&B to M-pop and hip-hop, each brings a distinct voice and sound to the stage, reflecting how courage can take different forms through music.



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These artists will come together at the **Mines International Exhibition & Convention Centre (MIECC)**, Seri Kembangan, on **Saturday, 31 October 2026, from 5pm to 12am**.

“Every courageous act starts with an individual, but it becomes more powerful when others recognise it. Tiger Courage Beats has shown us that Malaysians have powerful stories to tell, and Tiger Roar Asian Music Festival is where those stories come together through music, culture and celebration,” said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**.

The festival follows the launch of [Tiger Courage Beats](#), a digital experience that invites people to share a personal courage story and hear it transformed into a personalised Courage Song generated using artificial intelligence (AI). Participants can select their preferred music genre, voice and language before their story is transformed into an AI-generated song, with audio and visual formats that can be shared on social media.

Consumers can redeem festival passes via the following channels. Passes are limited and subject to the respective promotion mechanics and availability. General Admission (GA) pass holders will be granted entry to the festival, while VIP pass holders will enjoy additional benefits, including access to a designated VIP entrance, washrooms and bar, as well as one (1) complimentary drink voucher.

Tiger Courage Beats

From now until 15 September 2026, participants can visit tigercouragebeats.com to submit their courage story and create up to two personalised AI-generated Courage Songs. Each eligible participant will receive one (1) VIP pass to the Tiger Roar Asian Music Festival, on a first-come, first-served basis and while allocations are available.

Convenience Stores

From 1 September to 15 October 2026, consumers who purchase RM30 worth of Tiger Beer, Tiger Crystal or Tiger Soju Flavoured Lager at participating KK Mart, 7-Eleven, BilaBila Mart, myNEWS, CU, GT Mart and MiX outlets in Peninsular Malaysia can submit their receipt via <https://uncage.tigerbeer.com/> to redeem one (1) VIP festival pass. A total of 600 VIP passes are available through this channel on a first-come, first-served basis.

Participating Restaurants, Pubs and Bars

From 1 September to 15 October 2026, consumers at participating restaurants, pubs and bars nationwide can purchase one (1) bucket of bottled Tiger Beer, Tiger Crystal or Tiger Soju Flavoured Lager to receive one (1) entry, or one (1) set of Tiger Draught, with set offerings varying by outlet to receive five (5) entries. Consumers can submit their receipts via <https://uncage.tigerbeer.com/> and redeem two (2) VIP passes to the Tiger Roar Asian Music



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Festival, limited to 400 prizes, or RM50 Touch 'n Go eWallet credit, limited to 1,000 rewards. Rewards are available on a first-come, first-served basis.

Shopee and Lazada

Consumers who purchase RM50 worth of Tiger Beer, Tiger Crystal or Tiger Soju Flavoured Lager through participating stores on Shopee or Lazada between 1 September and 15 October 2026 can submit their receipts via <https://uncage.tigerbeer.com/> and redeem two (2) VIP passes. A total of 100 rewards are available on a first-come, first-served basis.

General Admission Releases

General Admission passes will also be released through Ticketmelon during scheduled passes releases. Consumers can register and redeem their passes during each release while the allocated passes remain available. Further details on the pass's release schedule will be announced through Tiger's official social media channels.

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 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**



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- 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.

For more information, visit www.heinekenmalaysia.com.

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