



For Immediate Release

Heineken® Celebrates F1®'s Return to Malaysia On and Beyond the Track

F1® and music fandoms came together across race weekend, with activations and performances by Axwell and Martin Garrix.

KUALA LUMPUR, 9th October 2026: Formula 1® (F1®) returned to Malaysia for the first time in nine years over the weekend, as Sepang International Circuit hosted the Formula 1 Gulf Air Bahrain Grand Prix 2026. Heineken® marked the occasion with a series of F1® themed experiences on and beyond the track.

Heineken® has been a Global Partner of F1® since 2016, with the partnership spanning fan experiences and responsible-consumption initiatives around race weekends globally.

In Malaysia, that came to life through **Fans Have More Friends**, Heineken®'s global sponsorship platform, building on the idea that shared passions can create opportunities for people to connect in real life.

Beyond the racing action, the weekend also brought F1® and music together at Sepang International Circuit, with Axwell performing on Saturday, 3 October, followed by Martin Garrix on Sunday, 4 October.

"Having F1® return to Malaysia after nine years, through the Formula 1 Gulf Air Bahrain Grand Prix 2026, was a significant moment for fans here," **said Sean O'Donnell, Marketing Director of HEINEKEN Malaysia.** "What made the weekend even more special was seeing two shared passions – F1® and music – come together in one experience. That is very much what **Fans Have More Friends** is about: creating opportunities for people to connect through the things they already love, whether that is racing, music or both.

"As a long-standing Global Partner of F1®, responsible consumption remains an important part of how we show up around these occasions. With initiatives in place to support safer journeys to and from race-weekend activities, our message remains clear: When You Drive, Never Drink."

Over the weekend, selected bars hosted F1® watch parties for fans, with Heineken® supporting participating venues throughout the races. Alongside the racing action, two nights of music featuring **Axwell** and **Martin Garrix** brought sport and music together, reflecting the shared fandoms at the heart of **Fans Have More Friends**.

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Through **Fans Have More Friends**, Heineken® celebrates how shared interests can help people connect in real life. Whether through music, football or Formula 1®, the platform is built around the idea that fandom gives people something in common – and sometimes, that is all it takes to start a conversation.

For the freshest updates on upcoming Heineken® experiences, follow @heinekenmy on Instagram or visit <https://www.instagram.com/heinekenmy/>.

All promotions and all campaign events are strictly for non-Muslims aged 21 and above and subject to Terms and Conditions. We are committed to responsible consumption — when you drive, never drink. Please #EnjoyResponsibly.

- ENDS -

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:



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- **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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