

FOR IMMEDIATE RELEASE
Press Release

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Enjoy the rivalry of UEFA Euro 2020™ with every sip of Heineken[®]
*Celebrate the fun of rivalry with Heineken[®] Rivalry Stadium while collecting
Limited Edition Heineken[®] UEFA Euro 2020™ Bottles & Cans and more!
#SupportResponsibly*



KUALA LUMPUR, 4 JUNE 2021 – The long wait is nearly over for football fans, as UEFA Euro 2020™ finally hits our screens this month! In conjunction, Heineken[®], the proud official beer partner of UEFA Euro 2020™, is encouraging Malaysian fans to join in the fun with its new campaign ‘Enjoy the Rivalry’ and stand to win amazing prizes.

After more than a year of waiting, UEFA Euro 2020™, a global event set to have 5 billion viewers, will finally take place from 12th June to 12th July 2021. Twenty-four of Europe’s best teams will compete for the title, reigniting old football rivalries and instigating new ones. Heineken[®] believes the fun of rivalry doesn’t stop on the field, though – much of what makes football great is the friendly rivalry between fans. After all, unity isn’t what makes football exciting: rivalry does!

Accompanying the campaign is a range of Limited Edition Heineken[®] UEFA Euro 2020™ bottles and cans, featuring the flags of participating teams. Available in special combo packs at participating supermarkets, hypermarkets, convenience stores and on [Drinkies](#) – Heineken



Malaysia Berhad's home delivery service – the Limited Edition designs are the perfect way to show your support and let the rivalry commence!

Bring the rivalry fun to the next level from 10th June to 4th July with the Heineken® Rivalry Stadium, and stand to win a once-in-a-lifetime final viewing experience in the comfort and safety of your own home. Pick a celebrity opponent, challenge them, and try to outsmart their predictions on a series of matches to be in the running to win an exclusive Heineken® Home Stadium, with everything you need to watch the UEFA Euro 2020™ final in style! With opponents like football legend Dato' Soh Chin Aun, futsal player Steffi Sidhu, TV football pundits Michelle Lee and Mark O'Dea, and content creator duo MusangKing to challenge, the rivalry will be fierce! Register at www.heinekenrivalrystadium.com.my from 10th June to take part.

Pick up a special Heineken® EURO 2020 Combo Pack at participating Aeon, Aeon Big, Giant and Lotus's stores, and score a free Limited Edition jersey and two 330ml cans of Heineken® 0.0, along with 2 330ml cans of Heineken® 0.0 and 16 320ml cans of Heineken® in the Limited Edition designs. Meanwhile, shoppers at 99 Speedmart will receive a free Limited Edition jersey with every purchase of a 24-can pack of Heineken®.

Have your Heineken® delivered directly to your door with Drinkies and get even more goodies! Choose from a range of bundles and get free Limited Edition jerseys, football scarves and official Heineken® glassware. Alternatively, stand to win an exclusive Heineken® Home Cheering Kit by spending RM25 in a single receipt on Heineken® or Heineken® 0.0 products in participating 7-Eleven and myNEWS outlets. All promotions will run from now until 15th July 2021, and are subject to availability while stocks last.

“UEFA EURO 2020™ is just around the corner and what better way to celebrate than with Heineken® and your best rivals by your side. At Heineken®, we believe that rivalry is at the core of football - there's fun in being rivals because it makes the games that much more exciting for us as fans. As the official beer partner of Europe's most prestigious international football tournament, Heineken® and Heineken® 0.0 are the perfect choices when it's time to reach for a beer during a match.” said Pablo Chabot, Marketing Director of Heineken Malaysia Berhad.

Enjoy the rivalry during UEFA EURO 2020™, and #SupportResponsibly with #HeinekenMY because there's nothing quite like enjoying victory with an ice cold Heineken®.

Head on over to Heineken® Rivalry Stadium at www.heinekenrivalrystadium.com.my from 10th June to 4th July to challenge your rivals. For more information on all the activities and promotions lined up for the month, follow Heineken® on Instagram ([@HeinekenMY](https://www.instagram.com/HeinekenMY)) and Facebook (<https://www.facebook.com/HeinekenMYS/>). Watch the global TV commercial “Finally Together” [here](#). Order from Drinkies on www.drinkies.my, or get the Drinkies app from the App Store or Google Play Store.



All promotions are for non-Muslims aged 21 and above only. When You Drive, Never Drink.

END



Heineken® UEFA Euro 2020™ Promotions

Supermarket/ Hypermarket – Aeon, Aeon Big, Giant, Tesco

Score a FREE Limited Edition Football Jersey when you purchase a EURO 2020 combo pack in supermarkets/hypermarkets.

What's in the combo pack:-

- 16 cans Heineken® Original 320ml
- 2 cans Heineken® 0.0 330ml
- Limited Edition Football Jersey

99 Speedmart

Score a FREE Limited Edition Football Jersey when you purchase a 24 cans pack in 99 Speedmart.

Drinkies

Score a FREE Limited Edition Football Jersey when you purchase a cans pack on Drinkies & Shopee.

Score a Home Cheering Kit when you purchase RM200 of Heineken® products (Drinkies only).

7-Eleven & Mynews

Purchase RM25 worth of Heineken® products, inclusive of a Heineken® 0.0 in a single receipt

Submit your receipt, full name, NRIC & home address to 011 3987 9037. Stand to win a Euro Home Cheering Kit (includes a Football Jersey, 1 cheering scarf and a glass).



Note to Editors

Heineken Malaysia Berhad
HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with 100% natural ingredients **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The World's No. 1 stout **Guinness**
- The World's No. 1 cider **Strongbow Apple Ciders**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic **Malta**. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer **Paulaner** and Japan's No. 1 100% malt beer **Kirin Ichiban**. The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: www.heinekenmalaysia.com