



PRESS RELEASE

For Immediate Release

Tiger® Beer Becomes the Official Beer Partner of Manchester United

- *Exciting new partnership will see Tiger® Beer and Manchester United deepen fan connections globally with an initial focus on Asia, where Tiger® Beer is the leading premium beer*
- *New research commissioned by Tiger® Beer explores fan experiences and how this partnership can elevate game day experiences and connect fans worldwide, regardless of where they cheer from*



[Kuala Lumpur, 17 October 2024]— [Tiger® Beer becomes the Official Beer Partner of Manchester United](#), bringing together the iconic Asian Brewer and one of the most popular and successful sports teams in the world, to enhance experiences and deepen engagement with United fans globally.

The partnership launches at an exciting moment in Tiger® Beer's bold brand evolution, heralding a new era for the company and its football-loving consumers. In its initial stage, the focus will be on connecting with the large Manchester United supporter base in Asia, where Tiger is the number one premium beer among consumers, providing an unparalleled platform to activate the partnership.

Ahead of the launch, Tiger Beer conducted a survey with 2,000 football fans in Asia and results revealed that 70% of supporters view fan engagement activities as an essential way of deepening their



connection with their chosen club and 95% expressed that football has the capability to unite and build long-lasting community bonds.

Harnessing the insight from the survey, Tiger Beer and Southeast Asia's #1 football team, Manchester United, have committed to delivering exciting and innovative experiences to deepen the connection between the fans and the club. These events include co-branded watch parties, opportunities to win prizes to travel to Manchester to experience a matchday at Old Trafford, as well as bringing a first-of-its-kind street football event to the Asia region - providing local talent with training and mentorship advice from Manchester United coaches and club legends.

Sean O'Donnell, Global Brand Director of Tiger® Beer, expressed his excitement: "We are thrilled to announce our partnership with Manchester United, a club that shares our passion for creating unforgettable moments and connecting fans worldwide. Football has always been a natural association for Tiger®—it's a sport that ignites passion, brings people together, and celebrates the same energy that drives our brand. We believe that when we uncage our inner Tiger and roar together with our tribe, we unlock the potential for great things. This partnership reflects our shared belief that progress is driven by collective strength and courage. As we prepare to reveal an exciting new chapter for Tiger in the upcoming weeks, we look forward to bringing the electrifying energy of matchday at Old Trafford to fans across the globe."

Florence Lafaye, Commercial Director at Manchester United, added: "Tiger® Beer's dedication to connecting fans globally aligns perfectly with our goal to bring our fanbase closer to the club than ever before. Together, leveraging the power and reach of Tiger Beer, we look forward to creating unique and unforgettable experiences for our fans all around the world, especially those in Asia who are such a vital part of the Manchester United community."

The partnership is announced ahead of Manchester United's English Premier League match against Brentford FC where Tiger Beer's brand will be showcased for the first time in Old Trafford on LED boards within the famous stadium.

Fans are invited to join the journey as Tiger Beer and Manchester United come together to create unforgettable, legendary experiences. Fans can follow [@tigerbeer](#) and [@manchesterunited](#) on Instagram for exclusive events, promotions, and opportunities to engage with their favourite club like never before.

Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Beer advocates responsible consumption, and we urge you to #DrinkResponsibly

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About Tiger®:

Tiger® was born in 1932 on the streets of Asia. Today, Tiger® is the number one international premium beer from Asia and is available in more than 60 markets across the globe. Defying the odds to create the ultimate brew, a perfect balance between bold and refreshing, Tiger® has been uncaging new ways to take refreshment to the next level and make the impossible possible for decades. Tiger® believes that there is a tiger inside each of us, a version of ourselves that knows no limits to what is possible. However, we often succumb to the status quo because, unlike a tiger, we fear failure.

For more information, please visit www.tigerbeer.com

About Manchester United:

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 146-year heritage we have won 69 major trophies, enabling us to develop the world's leading sports brand and a global community of 1.1 billion fans and followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.

About 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 dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**



- The bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- The World's No. 1 stout **Guinness**
- The smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- Edelweiss, infused with juicy peach flavour – **Edelweiss Peach**
- 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**
- The wholesome, premium quality non-alcoholic **Malta**

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

The Company continues to lead the responsible drinking agenda through its Enjoy Responsibly campaign. The corporate social responsibility arm of HEINEKEN Malaysia, SPARK Foundation was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

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

For more information, please visit: www.heinekenmalaysia.com