



For Immediate Release

17 January 2025

HEINEKEN Malaysia Toasts Four Wins Once Again at the 2024 Putra Brand Awards and Putra Aria Brand Awards

- *Heineken®, Tiger Beer and Guinness were honoured with Gold at the Putra Brand Awards.*
- *Simultaneously, Edelweiss awarded Bronze at the Putra Aria Brand Awards.*

KUALA LUMPUR, 17 January 2025 – HEINEKEN Malaysia continued its winning streak at the Putra Brand Awards and Putra Aria Brand Awards, securing four accolades. Showcasing ongoing excellence, the brewer celebrated success with Heineken®, Tiger Beer and Guinness claiming Gold. Edelweiss won Bronze at the Putra Aria Brand Awards once again, marking the brand's second consecutive win since its launch in Malaysia.

These victories bring HEINEKEN Malaysia's cumulative award count to 47, where the brewer shines as a key player in the Malaysian beverage industry.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "Our consumers are the reason that we do what we do, and we are incredibly grateful for their continued trust and support for our brands. These recognitions are a testament to our dedicated team, whose passion drives our success. As we celebrate these wins, we remain committed in our purpose of brewing the joy of true togetherness, to deliver memorable experiences that resonate with our consumers."

Willemijn Sneep, Marketing Director of HEINEKEN Malaysia, added, "Last year was an incredibly exciting year for us. We introduced two new additions to our portfolio – Tiger Soju Flavoured Lager and Edelweiss Peach – as we take pride in enabling our consumers to create new experiences. Looking ahead, our focus remains on crafting innovative campaigns that excite and inspire our fans, ensuring that every engagement brings them closer to the brands they love."

Last year, Heineken® celebrated Chinese New Year with a twist by introducing the GONG HEI FILTER. Playing on the word 'HEI' (happiness in Cantonese), Heineken® transformed the 'HEI' on their cans into vibrant Chinese New Year greetings. The brand also brought back its global music platform 'Refresh Your Music, Refresh Your Nights' with the exciting Heineken® Fresh List – a digital hub for discovering new music and making connections.



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Heineken® continued its strong stand against drink driving with the Heineken® 0.0 partnership with four-time Formula 1 World Champion, Max Verstappen which reinforces the 'When You Drive, Never Drink' message. During the year-end festive season, Heineken® encouraged people to put their phones down and connect with loved ones with the message 'Celebrations Are Best When Your Phones Take a Rest.'

2024 marked a significant milestone for Tiger Beer, the World-acclaimed iconic Asian beer, as the brand launched its Tiger Soju Flavoured Lager, inspired by the global rise of K-culture, created for those who are seeking something more than the usual beer and are on the hunt for something new. During Chinese New Year, Tiger Beer introduced the 'Cheers to a Bolder Tomorrow' campaign, calling for consumers to recognise their achievements and set bold ambitions. Additionally, Tiger celebrated local street food culture through its iconic 'Tiger Crystal Food Festival,' an evolution of the Tiger Street Food Festival, which has been supporting local vendors since 2015.

Guinness, the World's No. 1 Stout, brought back the fan favourite 'Our Day to Remember' campaign for St. Patrick's Day, featuring a series of activations for fans to get together with their friends. As the official beer of the Premier League, Guinness also hosted a series of viewing parties across Malaysia's best-loved pubs and bars including a large-scale Matchday event at Sentul Depot and the first viewing party at Aurum Theatre, where fans from both Liverpool and Manchester United fan clubs came together to celebrate their passion for football.

Meanwhile, Edelweiss, the premium wheat beer born in the Alps, introduced its refreshing new variant, Edelweiss Peach, through the vibrant 'Feel the Peach' campaign. Combining the refreshing taste of wheat beer and a hint of peach, Edelweiss Peach offers fans a sweet twist on its classic brew.

HEINEKEN Malaysia is a strong advocate for responsible consumption and constantly encourages consumers to enjoy responsibly and not to drink and drive through its commercial and marketing activities. During the recent holiday season, the brewer offered an RM 10 discount on Grab rides advocating for consumers to enjoy responsibly and opt for alternative transportation.

HEINEKEN Malaysia's products are strictly for non-Muslims aged 21 and above only. For more information on HEINEKEN Malaysia and the company's initiatives, please visit www.heinekenmalaysia.com.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. 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 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 is committed to advocating responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its corporate responsibility arm, **SPARK Foundation**, focusing on environment and community partnerships.

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

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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