



Heineken®

LIVE YOUR MUSIC



WORLD LEADING MUSIC: 2 BACK-TO-BACK WEEKENDS

Kick-start your celebration with elevated music experiences across Malaysia, powered by Heineken® Live Your Music



In December, Heineken® Live Your Music invites its fans to join the brand for two weekends of high energy back-to-back music experiences featuring innovative artist collaboration and performances from established global and local music icons.

Born in Amsterdam, raised by the world, Heineken® is an established global leader in the music scene. This December, Heineken® Live Your Music is your gateway to world leading music experiences throughout Malaysia. Rolling out across the country, music fans in Penang, Kuala Lumpur and Johor Bahru can attend exclusive events, specially crafted by Heineken®, to experience and share with friends during this season of celebration!

Each of these exciting events will be accompanied by a Heineken® Green Moment, the brand's signature music experience, custom-designed to enhance and elevate the way its consumers enjoy their music.

"Music is an important pillar of the Heineken® brand. This December, Heineken® Live Your Music features local and global music icons coupled with curated surprises like the signature Heineken® Green Moment and many more. Please join us as we journey to Penang, Kuala Lumpur and Johor Bahru for two weekends of back-to-back thrills and a little Heineken® music magic," said Carmen Chong, Senior Brand Manager of Heineken® Malaysia

With more shows to be announced in coming weeks, Heineken® Live Your Music introduces the new year with the fresh perspective of Porter Robinson's synth-washed anthemic sound at Zouk, KL on 07 December. Our second weekend of musical discovery includes the widescreen vision and big room sound of Holland's



Andrew Rayel at Zouk on 14 December, while Dutch EDM star Dyro conducts a remarkable sprint across the country with sets at Rabbit Tale in Penang (14 December) and Pagoni in JB (15 December).

Heineken® will also be announcing a series of innovative crossovers and collaborations with some of Malaysia's leading creative influencers and tastemakers. Legendary Heineken® collaborator DJ Goldfish steps out of the spotlight to shine a light on the next generation of music talent with a series of club and bar takeovers featuring the stars of Goldsounds Music Academy.

The scene-defining Twilight Actiongirl return with a new twist to their inimitable mix of indie rock and electronic tunes. Experience the future at the 10th Anniversary of the kaleidoscopically inventive Lahlahland, while Mayhem Jam, freestyles its way onto the dancefloor, curated by Malaysian dance icon MayB Wong.

Stay tuned to Heineken®'s social accounts for upcoming announcements of further Heineken® Live Your Music events featuring some of the freshest rising stars of the international music scene.

Join us for this unforgettable celebration, as Heineken® Live Your Music waves goodbye to 2018 and raises a toast to 2019.

#LIVEYOURMUSIC

Inspired by its followers, Live Your Music is a global movement that sees music from the fans' perspective. It uses the collective passion for experiencing music as its foundation to craft shareable and memorable moments. Since it debuted in Malaysia, Live Your Music has engaged fans across multiple events, including DVBBBS, Good Vibes Festival, 88 Rising, Tiësto, MaRLo, Zedd and more.

Admission information is available from the respective clubs and is subject to club rules and regulations.



Heineken



HeinekenMY



Heineken.com/MY

For more information please visit: www.heinekenmalaysia.com

Kindly RSVP to:

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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 World-acclaimed iconic Asian beer Tiger Beer, and its doubly refreshing variant Tiger Radler; and its other innovative brew Tiger White – Asia's Wheat Beer;
- 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 and its strong beer variant Anchor Strong;
- 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 World's No.1 cider Strongbow, the No.1 German wheat beer Paulaner, Japan's No.1 100% malt beer Kirin Ichiban and the World's No.1 ready-to-drink alcoholic beverage Smirnoff Ice. 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.