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FOR IMMEDIATE RELEASE
Press Release

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2 BACK-TO-BACK WEEKENDS OF ELECTRIFYING MUSIC EXPERIENCES

Porter Robinson, Andrew Rayel, DJ Irwan and Dyro joined Heineken® Live Your Music to deliver two weekends of music thrills.

This December, Heineken® Live Your Music rolled out a series of seven high energy music experiences for its fans in four cities across Malaysia - Johor Bahru, Kuala Lumpur, Malacca and Penang.

The two back-to-back weekends comprised a line up of innovative artist collaborations and performances by global and local music icons, served with a Heineken® twist. Fans experienced surprises like an innovative serving ritual and the signature Heineken® Green Moment, conceived to create shareable moments and elevate their music experiences during the shows.

“Globally, music is a platform that brings people together. Heineken® Live Your Music’s journey across Johor Bahru, Kuala Lumpur, Malacca and Penang has brought thousands of people together. With world class acts and experiences, we hope that our consumers enjoyed the high energy celebrations and created many new shareable memories accompanied by ice cold bottles of Heineken®,” said Carmen Chong, Senior Brand Manager of Heineken® Malaysia.

Weekend one opened with Dan \$hiv and Jhin bringing a taste of trap and hip hop to S I X on 06 December but the real showstopper of the night was the creative chaos brought to the dancefloor by MayB Wong’s Mayhem Jam crew. A packed house witnessed the driving power and soaring synths of Dutch EDM icon Porter Robinson at a Zouk Club KL mainroom transformed by Heineken® on 07 December. 08 December saw a double dose of Heineken® Live Your Music action in the shape of LAH’LAH’LAND’s kaleidoscopic 10th Anniversary party at Café etc and Holland’s DJ Irwan, who served up a mixed order of house, hip hop and EDM to an enthusiastic crowd at Mixx, Malacca.

Our second weekend of electrifying music kicked off on 13 December with a Goldsounds Takeover at Arena TTDI, featuring a surprise set by Malaysian music icon DJ Goldfish. 14 December saw Dutch trance legend Andrew Rayel tease the



crowd at Zouk Club KL with an eclectic radio-themed set of stop-start fun. Penang was treated to an incredible triple header in the shape of up-and-coming EDM star Dyro, along with long-time friends of Heineken®, DJ Blink and BATE on 14 December at Penang's newest club, Rabbit's Tale. DJ Blink rounded off the weekend in the company of Dyro when these two weekends of Heineken® Live Your Music reached their conclusion at the Flying Pagoni, Johore Bahru on 15 December.

Stay tuned to Heineken®'s social accounts for announcements of future Heineken® music events as well as the latest updates and promotions from the world of Heineken®.

For information on Heineken® Live Your Music, go to www.facebook.com/HeinekenMYS and www.heineken.com/my/LYM.

**LIVE YOUR MUSIC PRESENTS WORLD LEADING MUSIC:
2 BACK-TO-BACK WEEKENDS**

WEEKEND 1

Artist Line Up	Date / Time	Venue	Admission Information
JHIN DAN \$HIV	6 December, Thursday Doors Open: 8:00 PM	S I X, Bangsar (33, Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur)	Kindly contact S I X (https://www.facebook.com/SIXBangsar/) directly at +6012 602 0016. Entry is subject to club rules & regulations.
Porter Robinson Supported by: BATE DJ Radz	7 December, Friday Doors Open: 10:00 PM	Zouk Club, Kuala Lumpur (436, Jalan Tun Razak, Kelab Golf di Raja Selangor, 50400 Kuala Lumpur)	Kindly contact Zouk Club KL (https://www.zouclub.com.my/) directly at +603 2110 3888. Entry is subject to club rules & regulations.
DJ Irwan Supported by: Quekid Zaxk	8 December, Saturday Doors Open: 10:00 PM	Mixx Club, Malacca (Lot S19, Jalan Merdeka, Plaza Mahkota, 75000 Melaka)	Kindly contact Mixx Club (https://www.facebook.com/mixx.com.my/) directly at +6016 621 5577. Entry is subject to club rules & regulations.





WEEKEND 2

Artist Line Up	Date / Time	Venue	Admission Information
Goldsounds Takeover Special appearance by DJ Goldfish Supported by: Quekid Zan Monic Eli	13 December, Thursday Doors Open: 10:00 PM	Arena Bar TTDI (Menara KEN TTDI, R-1 level, Jalan Burhanuddin Helmi, Taman Tun Dr Ismail, 60000 Kuala Lumpur)	Kindly contact Arena Bar TTDI (https://www.facebook.com/Arenabarttdi/) directly. Entry is subject to club rules & regulations.
Andrew Rayel Supported by: Chukiess & Whackboi Boris Foong	14 December, Friday Doors Open: 10:00 PM	Zouk Club, Kuala Lumpur (436, Jalan Tun Razak, Kelab Golf di Raja Selangor, 50400 Kuala Lumpur)	Kindly contact Zouk Club KL (https://www.zouclub.com.my/) directly at +603 2110 3888. Entry is subject to club rules & regulations.
DYRO Supported by: Blink BATE	14 December, Friday Doors Open: 10:00 PM	Rabbit's Tale, Penang (No. 4, Weld Quay, 10300, Georgetown, Penang)	Kindly contact Rabbit's Tale (https://www.facebook.com/rabbitstalepg/) directly at +6016 551 2247 / +6016 415 8684. Entry is subject to club rules & regulations.
DYRO Supported by: Blink Chukiess & Whackboi	15 December, Saturday Doors Open: 10:00 PM	Flying Pagoni, Johor Bahru (Plaza Sentosa, Ground Floor, Block D, Lot 5, Jalan Sutera, 80150 Johor Bahru, Johor)	Kindly contact Flying Pagoni (https://www.facebook.com/FlyingPagoni/) directly at +607 331 1118. Entry is subject to club rules & regulations.

#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.



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 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.

For more information please visit: www.heinekenmalaysia.com