

PRESS RELEASE

For Immediate Release

Heineken Presents Optical Illusion Experience in INVASION Tempus Chronicles

Hei Tunnel Experience

JAKARTA, September 14th 2018 – The world's premium beer brand, Heineken, always presents authentic experience in sponsoring electronic music festivals. This time, Heineken will introduce a tunnel that will engage with the visitors to see everything from a fresh perspective, named Hei Tunnel. Eventually, in Hei Tunnel there will be 10 art installations with optical illusion concept to provide an authentic experience that is different from usual electronic music festivals.

"As a world class beer, Heineken always presents a world-class experience for our consumers so that it can provide a new and authentic experience," said Ria Sutrisno, Marketing Manager of Heineken, while touring around Hei Tunnel at INVASION Tempus Chronicles event, Jakarta (14/09). Ria added Heineken believes that best experience doesn't always happen on the main stage, but it starts when you set your foot on the event especially when you enter Hei Tunnel.

INVASION Tempus Chronicles is the largest and grandest indoor dance music festival in Indonesia that has been running since five years ago. Inspired by the golden era of the 19th-century industrial revolution, every visitor will experience the mixture of technology and majestic design of the industrial age that present you a unique experience. The event was enlivened by a series of famous International DJs such as YellowClaw, Samfeldt, SnakeHips, and many more. For your information, Heineken is an official beer at INVASION Tempus Chronicles.

"Through the art installations in Hei Tunnel, visitors will be invited to see from Heineken's perspective that is the fresh perspective," said Ria. For example, in one of the art installations, there is the writing Bad Signals = More Great Pictures which means no need to worry if your cell phone signal is bad because it means you can capture more photos.

Not only through text, Heineken's perspective is also found in the interaction between visitors and art installation. For example, when a visitor stands face to face with a friend in front of a mirror in double mirror installation, it is not his face that appears, but a combination of himself and his friend.

"We hope a fresh perspective of Heineken can inspire visitors to enjoy life more," Ria concluded.



About Heineken – www.heineken.com/id

Heineken is a global brand that born in Amsterdam and raised by the world. For over 150 years, Heineken has become a world-renowned premium beer brand. Heineken is made from natural ingredients, such as barley malt, water, hops, and a small but important ingredient called A-Yeast. Since the 19th century, Heineken's unique A-Yeast is responsible for the rich balanced taste and subtle fruity notes that have distinguished every single Heineken. These natural ingredients are processed with fermentation to produce beer of world quality. In Indonesia, Heineken is available in two variants: Heineken (4.8% alcohol content) and the latest is Heineken Light (beer with a low alcohol content of 3.3%).

About PT Multi Bintang Indonesia Tbk. – www.multibintang.co.id

Multi Bintang grew in strength to become a reputable and responsible Beverages Company in Indonesia and a proud history of more than 85 years in Indonesia. Identical with Bintang beer, Indonesia's iconic beer, Multi Bintang also offering another portfolio of beer brands and non-alcoholic beer/beverage brands. Multi Bintang produces and markets Heineken (world's premium beer brand), low alcohol Bintang Radler and non-alcoholic beverages Bintang Radler 0.0%, Bintang Zero 0.0%, Bintang Maxx, Green Sands and Fayrouz in Indonesia. Recently, Multi Bintang also markets Strongbow, number 1 Cider brands in the world. Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as the Top Capital Market Food and Beverages Sector in 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2017, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2017.

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