

**JAKARTA KICKS OFF
THE UEFA CHAMPIONS LEAGUE TROPHY TOUR PRESENTED BY HEINEKEN**

Offering unmissable moments for Indonesian football fans

Jakarta, 11 March 2019 – As a part of its worldwide activation, Heineken® officially begins the UEFA Champions League Trophy Tour event in Indonesia. Considered as one of the most prestigious trophy in football competition, The UEFA Champions League (UCL) Trophy is visiting Jakarta on 11–12 March, Surabaya on 13–14 March, and Denpasar on 16–17 March 2019. Along with that, Heineken also brings legendary football player Carles Puyol and Alessandro Del Piero, to satisfy the longing of Indonesian football fans. Both players have won UEFA Champions League with the clubs that they captained: Barcelona and Juventus, respectively.

“Indonesia is a big country with a huge number of football fans. It is our honour to officially begin the UEFA Champions League Trophy Tour and bring this world-class football experience to Indonesia. We can truly feel the excitement and passion of the football fans here. We warmly welcome all Indonesian football lovers to join the crowd of this event and create their own unmissable moment,” said Mariska Van Drooge, Marketing Director of PT Multi Bintang Indonesia Niaga, part of the HEINEKEN company.

Heineken®’s 2018/19 UEFA Champions League campaign entitled, ‘Unmissable’ is based on the belief that every UCL match has unmissable moments of action for everyone to enjoy. Heineken® is bringing these moments to life for football fans across the globe by providing them with unforgettable event experiences, enabling them to get closer to the iconic UCL trophy and legends of the game.

Carles Puyol, the legendary centre back and long serving captain of Barcelona, is thrilled for his first visit to Indonesia. “It is amazing to be here as the ambassador for UEFA Champions League Trophy Tour presented by Heineken. The atmosphere of passion and love from Indonesian fans makes me feel like I’m in Camp Nou Stadium already. I cannot wait to spend my time in Jakarta and Surabaya, and meet with all the football enthusiasts in this event,” said Puyol.

Taking place at the main atrium, the UEFA Champions League Trophy Tour presented by Heineken is open for public 21 years old and above. Visitors will have a rare opportunity to take Boomerang shoot with the UCL trophy, partake in fans signing session with Puyol, and experience the historic moment of the tournament by exploring the memorabilia museum. It displayed valuable mementos, such as Steven Gerrard's Liverpool FC signed shirt from 2014/2015 UCL final and Cristiano Ronaldo's Real Madrid signed shirt from the 2016 final. Both shirts were worn by Gerrard and Ronaldo when they won the UCL Trophy in an unmissable match.

Carles Puyol had a long history with UEFA Champions League, having won the trophy for three times (2006, 2009, 2011) and performed in 120 matches, which made him the 15th player with the highest number of appearances in UCL history. Puyol said the most #Unmissable moment in his 15-year career was at the Wembley final, 2011. He handed Eric Abidal the captain's armband to allow him becoming the first player to lift the Champions League trophy. It was several months after Abidal was diagnosed with cancer. "Abidal had fought so hard for the team. He deserved it the most. It was an amazing moment to see him lifting the Champions League trophy. The feeling is indescribable," Puyol said.

This year, the UEFA Champions League Trophy Tour presented by Heineken® will visit South Africa, Namibia, Indonesia, Mozambique, China, Nigeria and USA.

To follow the UEFA Champions League Trophy Tour presented by Heineken® on social, visit @Heineken and use #Unmissable and #UCLTrophyTour.

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About HEINEKEN:

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 250 international, regional, local and speciality beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the

business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ over 80,000 employees and operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us on Twitter via @HEINEKENCorp.

About the UEFA Champions League Trophy Tour presented by Heineken®:

The Trophy Tour is a chance for football fans around the world to get closer to the iconic UEFA Champions League Trophy. Our 2018/19 campaign – ‘Unmissable Moments’ – will see fan experiences that go beyond the 90 minutes of the match activated across the globe. The Trophy Tour concept was developed to enable fans everywhere to be able to get closer to the UEFA Champions League competition, particularly those who would normally only be able to experience the competition through watching it on the television. Over 60% of UEFA Champions League fans enjoy the competition from outside Europe, so through the Trophy Tour, Heineken® helps UEFA to extend the reach to a global fan base in key markets.

Key Dates:

- **Trophy Tour Stop 1 – South Africa** 4 – 6 March 2019
- **Trophy Tour Stop 2 – Namibia** 7 – 8 March 2019
- **Trophy Tour Stop 3 – Indonesia** 11 – 17 March 2019
- **Trophy Tour Stop 4 – Mozambique** 6 – 7 April 2019
- **Trophy Tour Stop 5 – China** 9 – 13 April 2019
- **Trophy Tour Stop 6 – Nigeria** 16 – 18 April 2019
- **Trophy Tour Stop 7 – USA** 27 & 30 April 2019
- **UEFA Champions League Final – Madrid** 1 June 2019