

PRESS RELEASE

For Immediate Release

Heineken Light X Danjyo Hiyoji Launched Vacation Collection

Heineken Light Here Light Now Party

JAKARTA, December 10th 2017 – Heineken Light with Danjyo Hiyoji launched a special vacation collection named *Albesen* on Heineken Light Here Light Now Party. This event is unique rather than party in general because it combined performances of all-white fashion show with Sunday afternoon party scene. The event is also enlivened by the Sunset People Project which brings more festive, brighter, and more cheerful music.

"Through Heineken Light Here Light Now Party, we collaborated with creative industry players to showcase their work at Heineken Light, Heineken's newest low-alcohol beer," said Ria Sutrisno, Marketing Manager Heineken, in Heineken Light Here Light Now Party, (10/12).

Toward the end of year holidays, the fashion show brings vacation concept featuring 25 vacation collection for men and women. This collection will be dominated by white with a touch of green. In addition, this collection will also combine green transparent ribbons, bubble wraps, and holographic beading which represents DNA from Danjyo Hiyoji. "The collection is perfect for use while on vacation because it is designed specifically to feel light and flowy when worn," said Dana Maulana, one of the founders of Danjyo Hiyoji.

Ria added, the collection displayed by Danjyo Hiyoji is in accordance with the character Heineken Light that brings vacation and chill out moments while enjoying Heineken Light. This collection will also be available at Danjyo Hiyoji pop up store in Senayan City with price range of 700 thousand to 1.5 million rupiah.

For your information, Heineken Light is the newest premium beer from PT Multi Bintang Indonesia (Persero) Tbk with a low alcohol content of 3.3%, low caloric content (99 calories), with a refreshing taste. Heineken Light has a taste quality standard that has won the World Beer Championship's Best Tasting Light Beer three times in a row from 2014-2016. In addition, Heineken Light has also won a golden winner from the European Beer Star award in 2015.

As a global brand that has been around for more than 150 years, Heineken always offers a new experience to its customers in enjoying beer. Ria explained, Heineken Light is suitable to be enjoyed on after work, during the holidays, or on a relaxed Sunday afternoon like a concept carried on Heineken Light Here Light Now Party.

Currently, Heineken Light has been available in 330ml bottle sizes and 320ml cans; and can be found in hypermarkets, supermarkets, hotels, restaurants and cafes that have licensed to sell alcoholic beverages throughout Indonesia. "Heineken realized that beer lovers are always



looking for beer choices and alternatives to suit their lifestyles. Now, they can get it all in Heineken Light," Ria closed.

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 (Persero) 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, the iconic beer brand of Indonesia, 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 one of the Indonesia Best Public Companies 2014, Indonesian Employer of Choice 2013, Best Water Management Sustainable Business Award 2016, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2016.

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