

Heineken Light, an Award Winning Premium Low Alcohol Beer

World Beer Championship's Best Tasting Light Beer Winner 2014-2016

JAKARTA, August 23rd 2017 – PT Multi Bintang Indonesia Tbk (Multi Bintang) officially launched Heineken Light in Indonesia. Consumers will soon be able to enjoy the latest innovation from Heineken. Heineken Light is a premium beer with a low alcohol content 3.3%, low calories (99 calories), with a refreshing flavor. Heineken Light has a great taste that 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.

Heineken Light has confirmed the notion that low-alcohol beer can also have a great taste. It is mainly because Heineken Light uses cascade hops, the type of hops used by the best brewers¹ around the world. This material makes Heineken Light has floral, fruity, and fresh taste. "Heineken Light is perfect for consumers who want low-alcohol, low-calorie beer with a refreshing taste," said Francis Aswin, Marketing Director of PT Multi Bintang Indonesia Niaga, at the launch of Heineken Light, in Jakarta (23/08).

As a global brand that has existed for more than 150 years, Heineken always offers a new experience to its customers in enjoying beer. Francis explains, with the existence of Heineken Light, consumers can have different occasions in enjoying beer. Based on research made by independent TNS research firm with more than 1,000 respondents by 2016, Heineken Light is a perfect match when consumers chilled out after work and holiday in the tropical islands. A busy lifestyle makes them choose beer with lower levels of alcohol and calories, but do not want to compromise with the taste.

Selebgram (celebrity on Instagram) Ellyse Sinsilia (@esinsilia) and Ade Putri Paramadita, a publicist and also a Founder of Beergembira (beer lovers' community) also agree with the research. "In the midst of my hectic schedule, I think Heineken Light is a perfect match when I chill out with my friends after work," Ade said. The same is also expressed by Ellyse who works as Vice President of Operation di Mirum Agency and also an avid traveler. "The refreshing taste of Heineken Light is a perfect partner when relaxing or travelling, especially enjoying it with couple of friends," said Ellyse Sinsilia, a *selebgram* with 118k followers.

Currently, Heineken Light has been available in 330ml bottle sizes and 320ml cans; and can be found in hypermarkets, supermarkets, hotels, restaurants, and cafes with the license to sell alcoholic beverages throughout Indonesia. In order to introduce Heineken Light broadly, Heineken also sponsors the Sensation 2017, the world's largest dance music festival, to be held at ICE BSD, Tangerang on October 7th, 2017.

"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," closes Francis.

¹ IPA (India Pale Ale) Brewers



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, 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 and Sustainable Business Award 2016, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2016.

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