

PRESS RELEASE

For Immediate Release

Bir Bintang, the First Indonesian Beer Exported to Korea

Bir Bintang is exported to South Korea

TANGERANG, May 14th 2018 – PT Multi Bintang Indonesia (Persero) Tbk (Multi Bintang) is embarking on a mission to explore new export markets. After export to UK in 2017, Multi Bintang believes South Korea could be another home for Bir Bintang in Asia, adding to the list of countries in the region where Bir Bintang has already set foot in, including Japan, Singapore and Timor Leste. Outside Asia region, Multi Bintang has also made exports to Australia, Netherlands, and last but not least, United Kingdom.

The iconic Indonesian beer, Bir Bintang, will be the first Indonesian beer brand, available in South Korea. Multi Bintang made it happen through a strategic partnership with HEINEKEN Korea in South Korea.

“We are very proud that Bir Bintang, brewed by the best Indonesians, will soon make its share in promoting the friendship between Indonesia and South Korea,” said President Director PT Multi Bintang Indonesia (Persero) Tbk Michael Chin, in Bir Bintang’s First Export Ceremony, Tangerang (14/05). The event was jointly officiated by Minister of Trade Enggartiasto Lukita and South Korean Ambassador to Indonesia Kim Chang-beom. Michael added, Multi Bintang also thank you to South Korean tourists that have a good experience with our iconic Bir Bintang while in Indonesia that helps creating a demand of Bir Bintang.

The rise of leisure tourism also took part in creating a demand of Bir Bintang. As consumers are said to be shifting their consumption to experience-based consumptions, it turns out the experience South Korean tourists in enjoying Bir Bintang in Indonesia has translated into demand for Bir Bintang in their hometown. It explains the fact that there is export-significant volume of demand for Bir Bintang in South Korea. Michael said, Bir Bintang is regarded on par with other world-renowned beer brands and will be at affordable premium category in South Korea.

Bir Bintang will be available in all sizes ranging from 330ml can, 500ml can, 330ml bottle, and 620ml bottle. “As an iconic Indonesian beer brands, we hope the experience in enjoying Bir Bintang in South Korea will support the nation branding of Indonesia overseas which is currently being intensively conducted by the government,” Michael concluded.



About Bintang beer – www.birbintang.co.id

Bintang beer is Indonesia's iconic beer brand that has been sold worldwide. For more than 85 years, the distinctive taste of Bintang beer comes from the finest selection of raw materials along with a high standard of brewing. Bintang beer have also won many awards, including "Champion Beer" and also Gold Medal Winner in International "The Brewing Industry International Awards 2011" competition, a prestigious competition that is often equated with 'Oscar' competition in beer industry. Along the way, Bintang beer has also won 6 gold medals from 'Monde Selection', a leading international institution in terms of world quality selection.

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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