

PRESS RELEASE

For Immediate Release

Heineken Light Collabs with Three Local Streetwear Labels to Launch Capsule Collection

Heineken Light Exclusive Collection di USS Live

JAKARTA, April 7th 2018 – Following the success of previous vacation collection with renowned local designer Danjyo Hiyoji, the world's premium beer brand, Heineken Light, collabs with three local streetwear labels to launch a capsule collection at Urban Sneaker Society (USS) Live, Plaza Indonesia (07/04). All three brands are EVIL, UNTOLD, and CMMN. For your information, USS Live is an event where sneakers and streetwear lovers can find a wide range of limited edition products. Interestingly, products on USS Live are sold at retail prices, not reseller prices like similar sneaker market place events.

"Heineken always supports creative industry by collaborating with them to produce a masterpiece," said Ria Sutrisno, Marketing Manager Heineken, at Urban Sneaker Society Live event, Plaza Indonesia, Jakarta (07/04). Abroad, Heineken has established cooperation with global fashion brands such as BAPE, TUMI, and Neighborhood Japan. Ria added, it is a pride for Heineken Light to collaborate with local streetwear labels whose products are loved by the young generation nowadays.

The capsule collection that is launched consisted of various products namely T-Shirt and Hoodie from Heineken Light x EVIL, tee and totebag package from Heineken Light x UNTOLD, and shoulder bag from Heineken Light x CMMN. All of these collections are only sold to customers aged 21 and older.

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.

"I am very excited to collaborate with Heineken Light in this capsule collection," said Founder Streetwear Label EVIL Laurensius Teguh Pramono. Laurensius added, the idea of Heineken Light x EVIL's collection comes from the legendary Heineken red star logo and the eye catching EVIL logo so that these two elements turned out to be simple yet exclusive collection. The Heineken Light x EVIL collection is sold at IDR199,000 for T-Shirt and IDR389,000 for Hoodie. Beside sold solely in USS Live, this collection is also sold limited to online and offline EVIL' store.



In contrast to EVIL, Founder Streetwear Label UNTOLD Yung says, "The inspiration from Heineken Light x UNTOLD's collection comes from enjoy responsibly message for the younger generations." This is in line with Heineken's campaign that always encourages consumers to enjoy beer responsibly. Heineken Light x UNTOLD's collection is sold at IDR300,000 for the tee and totebag package and only available on USS Live.

Meanwhile, Owner of Streetwear Label CMMN Dr. Tirta Mandira Hudhi said, "The 2018 fashion trend has returned to 90s, so my instinct says that the iconic Heineken bottle cap fits perfectly for the inspiration for this collection, and it turns out, it is correct, the design is quickly becoming viral when I post it on social media." Heineken Light x CMMN collection is sold at IDR350,000 for a shoulder bag and only available on USS Live.

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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