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TIGER BEER, WWF AND KENZO TO LAUNCH LIMITED EDITION 'RARE STRIPES' COLLECTION IN SUPPORT OF WILD TIGERS

Leveraging the universal language of fashion, Tiger Beer and WWF collaborate with fashion powerhouse KENZO and emerging artists to create an exclusive collection inspired by wild tigers

SINGAPORE, 12 July 2018 – Asia's number one international premium beer, Tiger® Beer, has today announced a unique collaboration with WWF and iconic French fashion house, KENZO on the *Rare Stripes* collection to shine a spotlight on endangered wild tigers clinging to survival across the world.

The world's wild tiger population has dramatically declined over the past century, due to rampant poaching and habitat destruction. Today, as few as 3,900 tigers are left in the wild, but they are threatened daily by poaching driven by illegal tiger trade. To raise awareness and support for wild tigers, the Rare Stripes Collection was created as part of Tiger Beer's partnership with WWF, which is a six-year initiative that supports TX2, the global goal to double the world's wild tiger population by 2022.

It builds on the success of the #3890Tigers campaign in 2017, where consumers pledged against illegal tiger trade by merging their 'selfies' with one of six bespoke tiger artworks created by global artists using the power of Artificial Intelligence (AI) technology.

"The global effort to double wild tiger numbers is the best fighting chance we can give for tigers to thrive in the wild, and we are witnessing more tiger-inspired brands get behind this goal. The Rare Stripes collection demonstrates that, by raising funds and awareness towards doubling wild tigers, brands have the power to give back to this majestic animal." said Michael Baltzer, Leader of WWF Tigers Alive.

This year, KENZO, recognised worldwide by the emblematic tiger on its iconic designs, has come on board to join forces with Tiger® Beer and WWF in supporting wild tiger conservation. Inspired by the life stories of eight individual tigers from the wild, the first-of-its-kind collection will launch at the KENZO store at Ginza Six in Tokyo, Japan and internationally on kenzo.com on 21 July 2018.

"We want people to take action to save the wild tigers, our beloved brand icon, from extinction. We are working with our partner WWF, KENZO and great emerging talent to create this unique Rare Stripes collection to raise global awareness and funds for endangered wild tigers," said Venus Teoh, International Brand Director for Tiger Beer.

Together with KENZO's co-creative directors **Humberto Leon and Carol Lim**, Tiger® Beer handpicked four global emerging artists to create a limited-edition collection of garments. The artists include: contemporary artist and sculptor **Meryl Smith** (USA), illustrator and designer



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Esther Goh (Singapore), illustrator and printmaker **Julienne Tan** (Cambodia) and visual and digital artist **Sean Lean** (Malaysia),

Prior to embarking on the project, Tiger Beer brought KENZO's co-creative directors and the four artists to Cambodia, where tigers are now functionally extinct, to meet a WWF Wildlife specialist in an effort to better understand the plight of wild tigers. Sharing more about the project, Humberto shared, "A world without tigers is unimaginable, but that's the reality we could be facing, if we do nothing about it now."

"It's exciting to partner with Tiger Beer and WWF to create this special range with young artists to raise awareness to this deeply concerning issue of the rapid decline of wild tigers."

The *Rare Stripes* collection, which drops globally on July 21, will be available to an international consumer audience via the KENZO e-commerce site kenzo.com. 100% of the proceeds from the sale of the collection, which is made using Global Organic Textile Standard (GOTS) compliant organic cotton, will go to WWF in support of doubling the world's wild tiger population.

For more information about the Tiger® Beer x WWF partnership, their collaboration with KENZO and the Rare Stripes collection, visit <http://www.tigerbeer.com/rarestripes/> and #rarestripes from 20 July onwards.

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Notes to Editor:

ABOUT TIGER BEER:

Tiger Beer was born in 1932 on the streets of Singapore. A stone's throw away from the equator, its unique tropical lagering technique meant it was able to brew a beer that would keep Asia cool. In 2015, it started using the rays of the tropical sun for brewing, with over 8,000 solar panels installed on the rooftop of its facility in Singapore. Now, every Tiger Beer produced in Singapore is brewed by the sun. Furthering its commitment towards global sustainability, 2017 has also seen Tiger Beer take Air-Ink, the world's first ink created from air pollution, to the streets of the world through creative collaborations with the best emerging artists, creating beautiful artworks out of pollution. Tiger Beer is the number one premium beer in Asia, and the world's fastest growing premium beer, available in more than 50 markets across the globe. For more information, please visit www.tigerbeer.com.

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 powerful portfolio of more than 250 international, regional, local and specialty 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 approximately 73,500 people and operate more than 165 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. Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com

ABOUT WWF:

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries and territories. WWF's mission is to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. Visit www.panda.org/news for latest news and media resources and follow us on Twitter @WWF_media.

ABOUT KENZO:

KENZO was founded by Japanese designer, Kenzo Takada in Paris in 1970. With its colorful prints and declaration of freedom, KENZO shook up the couture codes of the time by irreverently breaking the rules. In 2011, Humberto Leon and Carol Lim took post as Co-Creative Directors. At the core of their approach, travel, culture and fashion manifest in all that they do. KENZO has become known for its groundbreaking collaborations with avant-garde artists, musicians, actors, and designers. During their time at KENZO, Carol and Humberto have created a successful perfume, "KENZO World", introduced a new line "KENZO - La Collection Memento" and have opened new stores in Paris, Barcelona, Tokyo, Seoul and Shanghai.



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