



DON'T LET
WILD TIGERS
DISAPPEAR



For immediate release	
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TIGER BEER AND WWF JOIN FORCES TO FIGHT ILLEGAL TIGER TRADE

Partnership begins with a donation of USD 1M to WWF and a digitally-led campaign harnessing the power of art to raise awareness and fight illegal tiger trade

Cambodia, 14 June 2017– Tiger Beer and WWF are inviting people around the world to help fight illegal tiger trade and be part of 3890Tigers, a digitally-led campaign that uncages art and creativity to raise global awareness of the plight of wild tigers.

3890Tigers is part of a six-year global partnership between Tiger Beer and WWF in support of Tx2, a global commitment made by the governments of the 13 tiger range countries to double the world's wild tiger population to 6,000 by 2022. The six-year partnership kicks off in 2017 with a donation of USD 1M from Tiger Beer.

Cambodia is one among the 13 tiger range countries, and the government has committed to double the global number of tigers by approving on Cambodia Tiger Action Plan, in which it focuses on reintroducing wild tigers to the Eastern Plain Landscape of Cambodia.

Wild tigers are globally endangered; their numbers have dropped 96 per cent in the last century from an estimated 100,000 to as few as 3,890 today. Illegal tiger trade is one of the main reasons why tigers are disappearing. More than a hundred tigers are killed each year and their parts sold for profit through international criminal enterprises. Every part of the tiger, from skin and bones, to whiskers and teeth, is exploited and used to make products such as medicine, ornamental accessories, and textiles. Today, illegal tiger trade and the wider problem of wildlife trafficking reaches an estimated USD20 billion* per year.

As top predators in the food chain, tigers play a vital role in maintaining healthy ecosystems that support many other species. They will soon disappear if nothing is done and, without tigers in the ecosystem, countless other species will be affected.

Leveraging the power of art, Tiger Beer has brought together six artists from six different countries to uncage their creativity and create unique pieces of artwork. Using Tiger Art Intelligence, a creative digital mechanism built on Artificial Intelligence (AI) principles, the public can now virtually collaborate with these artists to create their own unique versions of these striking artworks. Each selfie art generated by AI features the user's selfie alongside that of a tiger, in the artistic style of one of the six artists.

“We can't imagine a world without tigers and it is an honour for us to partner WWF in support of their conservation efforts. If tigers disappear, it would not only have an

environmental impact, but it would also be a real loss for our culture. Tigers are beautiful creatures that symbolise strength, courage and power, and it's only natural that so much art in human history has been inspired by them. That is why we have chosen art as a way to express this together with our consumers. Through 3890Tigers, we are bringing people and artists together through technology and our goal is to use art to empower a generation of young people to make a stand against illegal tiger trade" said Roland Bala, Managing Director of Tiger Beer Cambodia.

"Tigers are an iconic species and part of our natural heritage. To bring tigers back to Cambodia would be the biggest conservation feat of its kind and would support the conservation efforts of the whole landscape. There are many challenges ahead including poaching, snaring, illegal logging, mining, and other unsustainable development that need to be overcome in order to make the landscape a world class protected area before releasing the wild tigers into the areas. We are completely committed to the goals of Tx2 and hope to work closely with the Royal Government of Cambodia over the next 6 years to make the project to a reality," said Chhith Sam Ath, Country Director of WWF-Cambodia.

To be part of the movement, the public can visit 3890Tigers.com to upload a selfie and choose an artist to collaborate with to instantly create a one-of-a-kind selfie art generated by AI. Whether it is enigmatic street-art-meets-calligraphy, delicate paint and ink illustrations or fluttering rainbow origami, people can choose from the artistic styles of China's Hua Tunan, France's Mademoiselle Maurice, Malaysia's Kenji Chai, Russia's Nookt, UK's Nick Gentry or USA's Tran Nguyen to create their selfie art.

By sharing these selfie art on social networks with the hashtag #3890Tigers, the global community can pledge to help fight illegal tiger trade and help stop demand for products with tiger parts.

To drive home the urgency of the situation, the iconic beer from Asia will also be removing the tiger from its logo and introducing a limited-edition design on select packaging without the iconic tiger for the first time in 84 years, symbolising the threat of wild tigers disappearing. Be part of the movement. Visit 3890tigers.com and uncage art to fight illegal tiger trade.

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NOTE TO EDITORS:

* Illegal tiger trade is part of the wider problem of wildlife trafficking, which is estimated to reach USD20 billion per year, which makes wildlife trafficking the world's 4th largest illicit trade, after narcotics, human trafficking and trade in counterfeit goods.

ABOUT WWF-CAMBODIA

WWF was established in Cambodia in 1995 as a part of the WWF Greater Mekong Programme. WWF's mission in Cambodia is to ensure that there will be strong participation and support from all people to conserve the country's rich biological diversity. Through the encouragement of sustainable use of natural resources, WWF-Cambodia promotes new opportunities for the benefit of all people, enhancing local livelihoods and contributing to poverty reduction in the Kingdom of Cambodia. Go to cambodia.panda.org for more information.

ABOUT TIGER:

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. 2017 has also saw Tiger Beer take Air-Ink™, the world's first ink created from air pollution, to the streets of the world through creative collaborations between its inventor and the best emerging international artists. 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

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