

FOR IMMEDIATE RELEASE

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1664 Announces Robert Pattinson as New Global Brand Ambassador

No. 1 Selling French Beer in the World unveils a bold new partnership with global icon Robert Pattinson, a creative campaign celebrating a multi-faceted take on the idea of good taste.

SHAH ALAM, 2 October 2025 – No. 1 Selling French Beer in the World, 1664, is proud to announce the start of an exciting new chapter, with acclaimed actor and cultural icon Robert Pattinson joining as its new global brand ambassador.

At the heart of this new partnership is a bold global campaign set to launch in 2026, which unveils a cinematic exploration of contrasting perspectives on good taste. The campaign concept will be directed by acclaimed filmmaker, Brady Corbet. Corbet's most recent feature film, *The Brutalist*, was released in 2024 to critical acclaim and garnered 10 nominations at the Academy Awards in the categories of Best Director and Best Original Screenplay. He's also won the Silver Lion at the Venice International Film Festival and Best Director at the Golden Globes.

This collaboration marks an exciting new chapter for 1664, bringing together Pattinson's unique style and point of view with the brand's Parisian roots and effortless sophistication. Together, they invite the world to see 'good taste' from fresh angles, with 1664 positioned as the beer that brings people together.

Pairing Robert Pattinson and Brady Corbet signals an audacious creative leap for 1664, which blends sophistication with a distinctive edge. This collaboration embodies the spirit of 1664: unconventional, effortlessly stylish and confident.

"We're thrilled to unite Robert Pattinson and Brady Corbet, two icons of modern creativity, to create a campaign that dramatises the debate of good taste," said Nikola Maravic, Global Marketing Director, 1664. "Together, their unique personalities and creative styles challenge convention, with 1664 being at the heart of the discussion. Our longstanding mission to elevate beer into a premium lifestyle experience is underway. This is only the first sip; stay tuned for more to come."

Pattinson's involvement brings a new energy to 1664's world with a playful resolution that everyone can agree on, that 1664 *is good taste*.

Mavaric continues: "With Robert as the face of our next global campaign, we have a unique opportunity to take 1664 into new cultural territory and reach audiences in exciting new ways. This is more than a partnership, it's a statement of intent."

Watch this space as 1664 continues to unfold its bold new partnership with cultural icon Robert Pattinson. More unexpected twists and turns await...

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For more information, please scan:



For further enquiries, please contact:



Contacts

Media Relations:

Team Carlsberg Malaysia:

Yee Mei Lee, Senior Brand Manager	+603-55226 688	yeemei.lee@carlsberg.asia
Wong Ee Lin, Corporate Affairs and Sustainability Manager	+603-55226 404	eelin.wong@carlsberg.asia
Emily Joo, Corporate Affairs and Sustainability Executive	+603-55226 414	hoyee.joo@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Chelsea Rozario	+60 17-836 9359	chelsea.rozario@continuumpr.com

About Carlsberg Malaysia Group

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

About 1664

Blue in bottle and iconic in flavour. 1664 is the no.1 selling French beer in the world featuring its renowned 1664 Blanc product - a refreshing premium wheat beer with a hint of citrus. Perfect for turning moments into extraordinary experiences with friends. To find out more, please follow @1664Malaysia on Facebook or Instagram or visit our website for more information. Please celebrate responsibly.