

**PRESS
RELEASE**

CARLSBERG BREWERY MALAYSIA BERHAD (CARLSBERG MALAYSIA) DELIVERS STRONG GROWTH IN 3RD QUARTER 2011

**22% GROWTH IN REVENUE AND
43% GROWTH IN EARNINGS IN THIRD QUARTER 2011**

SHAH ALAM, November 15th, 2011 – Carlsberg Malaysia announced a 3rd quarter 2011 Group Profit after tax of RM48.9 million, for the 3 months ended 30th September 2011, an improvement of 43.3 percent over the corresponding quarter in the previous year.

Revenue of RM401.6 million for the same quarter was 21.9 percent higher than the quarter in the previous year, while earnings per share for the quarter grew to 15.98 sen versus 11.15 sen a year ago.

For the 9 months to 30th September 2011, the Group's Profit after tax of RM129.6 million rose by 25.4 percent, with revenue increasing to RM1,154.4 million (up by 10.8 percent). Earnings per share for the 9 months was 42.13 sen per share compared to 33.61 sen per share a year ago, an increase of 25 percent.

Soren Ravn, Managing Director commented: "We are pleased with our 3rd quarter Group performance which continues to reflect on the successful outcome of our 2011 global Carlsberg brand packaging change and consumer promotions under the new tag line, "That Calls for a Carlsberg". To further drive profitable sustainable growth, we have increased focus in the channels with higher growth potential and support our efforts with the right brand mix in each channel. This together with the earlier initiatives taken by Supply Chain on productivity improvements as well as cost efficiencies in Sales and Marketing has given rise to an increase in margins during the quarter under review. Furthermore, our fully owned subsidiary, Carlsberg Singapore, as well as associate company, Lion Brewery Ceylon PLC, continues to deliver similar impressive results with double digit growth in Revenue and Earnings this quarter and full year".



He added that “this year we continue to gain market share in the Malaysian premium beer segment through our subsidiary Luen Heng F & B Sdn Bhd and their impressive super premium beer range, including the number one imported beer in Malaysia, Hoegaarden, as well as fast growing Asahi, Erdinger and Budweiser. Furthermore, our newly launched Carlsberg Group owned brands Kronenbourg 1664 and Kronenbourg Blanc are showing great potential in the super premium segment. Our leading super premium beer portfolio creates strong synergies with our power brand, Carlsberg, which continues to be consumers’ most preferred and the number one beer in Malaysia according to recent consumer research done by Millward Brown, latest Nielsen Retail Audit figures and our own analysis of the industry sales figures and stock movements for 2011 year-to-date”.

On the outlook for the rest of the year, Carlsberg Malaysia expects to continue to benefit from the investment in Carlsberg’s new global brand campaign, “That Calls for a Carlsberg”, which is now aligned in over 140 countries around the world as well as exciting Christmas and Chinese New Year campaigns starting by the end of the year.

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About Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia Group):

The Carlsberg Malaysia Group now has a wide portfolio including 7 out of the worlds international beer brands which are:

- Carlsberg the No 1 beer brand in Malaysia
- Top international premium beer brands include Kronenbourg, Asahi Dry, Corona, Budweiser, Stella Artois, Becks, Fosters, Tuborg as well as Skol in economy segment
- Speciality brands include Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale
- Danish Royal Stout and Connors Stout, Jolly Shandy

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Lew Yoong Fah

Chief Financial Officer

Tel: 603-5522 6416

lewyf@carlsberg.com.my

Pearl Lai

Senior Manager,
Corporate & Marketing Communications

D/L: 03 - 5522 6408

pearllai@carlsberg.com.my

马来西亚 CARLSBERG 集团 2011 年第三季表现强劲增长
收入增长 22%，利润增长 43%

（莎亚南 11 月 15 日讯）马来西亚 Carlsberg 集团在此公布 2011 年截至 9 月 30 日的第三季税後利润为 4 千 8 百 90 万令吉，较去年同期增长 43.3 巴仙。

该集团 2011 年第三季的收入为 4 亿零 1 百 60 万令吉，比去年同期增长 21.9 巴仙。每股盈利增长至 15.98 仙，去年同期为 11.15 仙。

2011 年截至 9 月 30 日的九个月内，该集团的税後利润增长 25.4 巴仙至 1 亿 2 千 9 百 60 万令吉，收入则增长 10.8 巴仙至 11 亿 5 千 4 百 40 万令吉。2011 年首九个月的每股盈利增长 25 巴仙至 42.13 仙，去年同期为 33.61 仙。

马来西亚 Carlsberg 集团董事经理王守仁表示：“我们对第三季的集团表现感到高兴，因为这反映了皇帽啤酒在 2011 年的全球新品牌包装和崭新口号‘此时此刻，Carlsberg’的市场行销改革中打了一场漂亮的胜仗。为了保持稳定的增长，我们已更加专注于有潜能带来高增长率的行销管道，同时也为每一个行销管道提供正确的品牌组合。这些策略再配合之前的努力，既提高供应链的生产率和提高市场及销售部的成本效益，早已为这一季在审查过程时提高利润率。除此之外，我们的全资子公司新加坡 Carlsberg 啤酒公司（Carlsberg Singapore）以及联营公司 Lion Brewery Ceylon PLC 持续在这一季和全年的收入及利润方面实现双位数的增长。”

他进一步说：“今年，我们通过子公司联兴食品有限公司在马来西亚特级啤酒市场中继续成长。联兴食品有限公司的特级啤酒品牌包括在马来西亚独占鳌头的特级啤酒品牌 Hoegaarden，以及销量快速成长中的朝日啤酒（Asahi）、艾丁格（Erdinger）和百威啤酒（Budweiser）。除此之外，马来西亚 Carlsberg 集团直接进口的 Kronenbourg 1664 和 Kronenbourg Blanc 也表现巨大的特级啤酒市场潜力。於此，我们广受欢迎的特级啤酒品牌系列和我们的主力品牌皇帽啤酒建立了强大的协合作用。根据最近的明略行（Millward Brown）消费者调查、尼尔森零售审核（Nielsen Retail Audit）和我们的市场销售数据分析，加上 2011 年年初至今的股票走势，皇帽啤酒成功持续成为马来西亚消费者的首选和第一啤酒品牌。”

在 2011 年结束前，马来西亚 Carlsberg 集团预计将持续自崭新品牌口号‘此时此刻，Carlsberg’的改革投资中受惠。通过这项新品牌口号改革运动，马来西亚的皇帽啤酒已和全球 140 国家拥有一致的品牌口号。与此同时，马来西亚 Carlsberg 集团即将於今年底展开圣诞节和华人农历新年的行销活动。

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团拥有广泛的啤酒品牌，其中包括七个国际知名啤酒品牌：

- 马来西亚第一啤酒品牌皇帽啤酒
- 国际知名啤酒品牌有百威啤酒（Budwiser）、Corona、Stella Artois、Becks、Fosters、Tuborg 和 Kronenbourg
- 特级啤酒品牌有 Hoegaarden、艾丁格（Erdinger）、Franziskaner 和 Tetley's Ale
- 其他啤酒品牌有朝日啤酒（Asahi Dry）和胜啤（Skol Lager）
- 黑皇（Danish Royal Stout）和康纳斯黑啤（Connors Stout）
- 仙地（Jolly Shandy）

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这则新闻稿由马来西亚 Carlsberg 集团撰写，敬请惠于即时发布。若欲进一步查询，请联络：

Lew Yoong Fah

Chief Financial Officer

Tel: 603-5522 6416

lewuf@carlsberg.com.my

Pearl Lai

Senior Manager,
Group & Marketing Communications

Tel: 03 - 5522 6408

pearllai@carlsberg.com.my