

FOR IMMEDIATE RELEASE

Press release 03/2016
12 January 2016

Page 1 of 2

Probably the Best Festive Cans

Carlsberg wishes consumers the Best of Fortune, Health, Bonus, Luck, Business and Friendship with its limited edition Festive Cans

2016 – Probably the Best Year (**20一流**—堪称最佳新年). Playing on the Chinese pronunciation 16' [Yí Liú 一流], the Chinese character refers to excellence or simply the best, further reinforcing Carlsberg brand's tagline – Probably the Best Beer in the World. Of course Carlsberg upped the ante this year by releasing seven limited edition cans containing auspicious icons and greeting messages for the first time ever to loyal consumers.

The limited edition can features a contemporary graphic design infused with traditional festive elements, making it one-of-a-kind. What a meaningful way to share a Carlsberg this Chinese New Year with festive cans that bestow best wishes to family and friends with seven icons (*Probably the Best Year, Fortune, Health, Bonus, Luck, Business and Friendship*). Did we mention these are collectables items?

Hoping for a bigger bonus pay-out this year? One must get hold of the Carlsberg can with Chinese gold coins printed on it as it may just bring you a big '*bonus*' "*angpau*".

Better luck next time? Why wait when you can get your lucky streak from the Carlsberg can printed with mandarin oranges that depict the icon '*luck*'!

All you want this CNY is good health? Collect the Carlsberg can with two longevity peaches that symbolizes good '*health*'.

Wishing for good fortune to flow into your life? The double coil fish illustrates bountiful '*fortune*' in year 2016.

Aiming for a fruitful business endeavors? The gold ingot's elegant detailing on Carlsberg can carries auspicious chi and is bound to grant its beholder prosperity in '*business*'.

Looking for a perfect gift to express your love for your family and friends? The icon of '*friendship*' on Carlsberg can makes bonds grow stronger than ever especially during the festive season.

These festive Carlsberg Chinese New Year cans are now available in selected outlets nationwide for a limited time only.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

For further enquiries, please contact:

Eric Siew Marketing Manager, Carlsberg Brand	D/L: 03 – 5522 6352	eric.hl.siew@carlsberg.asia
Jacqueline Lee Senior Executive, Corporate Communications & CSR	D/L: 03 – 5522 6241	jacqueline.lee@carlsberg.asia

Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .