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Probably the Best Social Media in the World

Carlsberg Malaysia Celebrates #HappyEarthHour

Shah Alam, 15 March 2016 – Lights-off for a better world tomorrow. Carlsberg Malaysia, together with 10 markets of the Carlsberg Group, pledges its supports towards the Earth Hour movement by taking it a step further to celebrate “Happy Earth Hour” globally on March 19 from 8:30pm to 9:30pm.

“Happy Earth Hour” goes beyond turning off non-essential lights powered by electricity. It is built on the natural ability of beer in bringing people together offline and offering them “*Probably the Best Social Media in the World*”. Carlsberg Malaysia will roll-out this on-trade initiative at 14 modern bars and restaurants in Klang Valley and encourages consumers to put their mobile phones into envelopes with interesting Earth Hour info-graphics prints, encouraging them to spend quality moments with their friends and family while enjoying a Carlsberg. To the brewer, “Happy Earth Hour” is also about reminding consumers to appreciate the brews and have a good conversation face-to-face in a live social environment, instead of social media platforms.

As an attempt to shine a light on awareness of climate action, the brewery invites members of the public to snap a picture of how they celebrate “Happy Earth Hour” and post it in the Carlsberg Malaysia’s Facebook event page with the hashtag #HappyEarthHourCM16. Pictures with the most number of likes will stand a chance to win a set of Carlsberg Men’s Grooming Series worth over RM350 each.

“This year marks the 8th consecutive year we pledge support towards the Earth Hour movement. As part of our efforts to advocate and embed sustainability throughout our value chain, our brewery has recorded year-on-year improvements in energy consumption and recycled up to 90% on our returnable glass bottles,” said Pearl Lai, Corporate Communications and CSR Director of Carlsberg Malaysia.

In support of Earth Hour this year, we continue to turn off all non-essential lights at our brewery in Shah Alam and 17 sales offices nationwide during the “hour”. In addition, we will engage our consumers and customers to celebrate “Happy Earth Hour” by switching off their mobile devices and turn to their family and families for a quality time during the “hour”, Lai shared.

Carlsberg Malaysia acknowledges its commitment towards individual and operational actions that go beyond the hour that will benefit the planet in the years ahead. Over the last four years, the brewery has reduced its energy consumption by 4%. It has been supporting the Earth Hour

movement since 2008, in line with the Carlsberg Group's call to play a part in protecting Mother Nature of which beer's key ingredients are sourced.

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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 .