

FOR IMMEDIATE RELEASE

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Probably the Best Chinese New Year Shopping Experience

Carlsberg foots the bill for your grocery shopping at AEON and AEON BiG

Shah Alam, 3 January, 2017 – We know you’ve been anticipating Chinese New Year. Excited? What about the mayhem before? Last-minute grocery shopping in crowded hypermarkets? Carlsberg is here to give you probably the best CNY shopping experience! Imagine skipping those long queues with your very own shopping aisle. What’s more cuckoo, Carlsberg Malaysia is giving shoppers the golden opportunity to have their shopping cart paid for at eight selected AEON and AEON BiG outlets! The catch? It’s a no brainer - shoppers who purchase above RM200 of Carlsberg Malaysia’s dynamic portfolio of brands will be able to participate in “Weather Vane Digital Spin” and stand a chance to have their CNY groceries paid for courtesy of Carlsberg, or walk home with other prizes.

See what’s in store and join the craziness of “Probably the Best CNY Shopping Experience” on 7, 8, 14 and 15 January 2017, from 12pm to 3pm at four selected AEON BiG outlets namely Subang and Kepong in Klang Valley; Falim, Ipoh, and Batu Pahat, Johor and four selected AEON outlets - Cheras Selatan, KL; Bukit Tinggi, Klang; Queensbay, Penang and Ipoh Station 18.

Juliet Yap, Marketing Director of Carlsberg Malaysia said: "Grab this golden opportunity to fill your pantry just in time for the festivities. Chinese New Year is one of the biggest festive celebration in Malaysia. Shopping for groceries especially during the festive period isn't always the most exciting thing to do. We wanted to add a little spice to the otherwise typical mundane task and bring to life the essence of our brand promise where we strive to deliver the best to our consumers. Ultimately, it's about making the experience of purchasing our products more enjoyable for our consumers."

The campaign nods to Carlsberg’s commitment which strives to deliver the finest quality in everything it does, and in this case, a unique and probably the best CNY shopping experience, with probably the best beer. The teaser video was released on 3 January 2017, to give consumers a glimpse of the campaign. Check it out on Carlsberg’s Facebook page.

Adding to the spirit of CNY, Carlsberg will also be running consumer promotion from 3 January to 28 February 2017 across participating restaurants, coffee shops and food courts, beer lovers who purchase three (3) big bottles of Carlsberg or Carlsberg Smooth Draught will receive a deck of playing cards and stand a chance to win attractive prizes such as Samsung Home Theatre System, Ogawa Handheld massager and many more!

Find out more about Carlsberg's activations, venues and promotions at www.facebook.com/CarlsbergMY

Not a fan of beer? Fret not – Somersby Cider, the country's fastest growing cider is rejuvenating consumers' spirits by running a consumer promotion at selected stores on 7, 8, 14, 15, 21 and 22 January 2017. Using light hearted ways to engage its fans, cider lovers who purchase any 4-bottle pack or 6-can pack of Somersby Cider will receive a Somersby Ang Pow pack. And that's not all, for consumers who purchase any two 4-bottle pack or 6-can pack of Somersby Cider will get a chance to enjoy a twist of 'luck' by capturing a prosperous egg capsule from the Somersby vending machine and walk away with a branded camera worth RM 1,200, cash prizes or limited edition Somersby merchandises.

For more information on Somersby Cider, please visit www.facebook.com/SomersbyMY

堪称全球最佳啤酒新年购物体验

您购物，Carlsberg 支付您于 AEON 及 AEON BiG 的购物清单

(莎阿南 3 日讯) 一年之计在于春，一日之计在于晨。您，有什么大计？听一听：农历新年的脚步声越来越近了，在这片洋溢佳节的气氛中，在人山人海的霸级市场购物，以犒赏过去一年辛勤耕耘的您自己，还有家人同行共享，是一个不错的选择。这个农历新年，堪称全球最佳啤酒，Carlsberg，带给您一个堪称最佳新年购物体验——您可在一个属于专道静候付款，免于排队等长龙；而且 Carlsberg 在指定的八家 AEON 和 AEON BiG 购物中心，让您享有“您购物，Carlsberg 支付”的优待！凡购买马币 200 零吉 Carlsberg 集团参与品牌，即可参与“Weather Vane Digital Spin”，享有机会由 Carlsberg 为您支付购物车里的年货，或赢取其它丰富奖品。

迫不及待参与此活动？“您购物，Carlsberg 支付”活动从 2017 年 1 月 7、8、14 和 15 日，中午 12 点至 3 点，在梳邦，甲洞，霹雳怡保华林和柔佛峇株巴辖四家指定的 AEON BiG，以及蕉赖南区，巴生武吉丁宜，檳城皇后湾，以及霹雳怡保 18 站四家指定的 AEON 进行。

Carlsberg 马来西亚市场总监叶^露在分享这项振奋人心的讯息时说：“满心环抱迎接佳节，把握这个黄金机会，把您家里的空间装得满满的。农历新年是马来西亚重中之重的佳节；尽管出外购物是依据个人的喜好和兴趣，佳节时购买年货则较烦恼。我们展现精益求精的精神为日常平凡任务增添精彩，带来崭新经验，为消费者提供最佳素质。目地为了让消费者享受更愉快的购物体验。”

此活动辉映着 Carlsberg 品牌不断精益求精，为消费者提供最佳素质的一切，献上堪称全球最佳的啤酒，为消费者带来堪称最佳新年购物体验。消费者可浏览 Carlsberg 面子书观看 Carlsberg 于 2017 年 1 月 3 日推出的活动网络影片。

为增添佳节气氛，Carlsberg 将于 2017 年 1 月 3 日起至 2 月 28 日，在指定餐厅，咖啡店和饮食中心，展开一连串的促销活动，凡购买 3 大瓶装 Carlsberg 或 Carlsberg 顺啤，将获赠一副扑克牌，即有机会赢取其它奖品，包括三星家居电影院系统，Ogawa 手部按摩机等等。

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欲知道更多 Carlsberg 活动，地点及促销详情，欢迎浏览 www.facebook.com/CarlsbergMY

不是喝酒一族？那么您可选择全国最受欢迎的果酒 Somersby 果酒，陪伴您欢度佳节。从 2017 年 1 月 7、8、14、15、21 及 22 日，在指定的销售处，凡购买 4 瓶装或 6 罐装 Somersby 果酒即可获赠 1 包 Somersby 红包封。购买 2 个 4 瓶装或 6 罐装则可增添好运，从 Somersby 自动机获取一粒富贵蛋壳，有机会赢取价值马币一千两百零吉相机，奖金或 Somersby 限量版周边产品。

想知道更多 Somersby 果酒的详情，欢迎浏览 www.facebook.com/SomersbyMY

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.

About Somersby Cider

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider is sweet and refreshing with no beer after-taste. It is an easy-drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider is available in Apple and Pear flavours.

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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 .