

FOR IMMEDIATE RELEASE

Press Statement 6/2017

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The Ladies Behind Probably the Best Beer Company in Malaysia

Shah Alam, 3 March 2017 – Carlsberg Malaysia is an established brewer and to us, it is probably the best beer company in the country. When one talks about the beer world, a masculine connotation often comes to mind. As the saying goes, behind every successful man is a great woman. At Carlsberg Malaysia, women play a pivotal role, ensuring a smooth transition in all departments - from the production of beer, product research and development, quality control, marketing to getting the beer into the market. In addition to their equal representation at the work place, Carlsberg Malaysia empowers women at work with its strong culture of diversity and inclusion.

“Work life balance remains a priority at Carlsberg Malaysia. Employees enjoy flexible work arrangements to ensure they see to their personal arrangements. To promote parent-child relationship, nursing rooms have been set up at various locations at the brewery to encourage breast feeding. We believe that a healthy mind and body improves productivity. Manicures, mini spa sessions as well as grooming classes and weekly yoga classes have been organised to ensure our colleagues pause for a moment, recharge and enjoy little daily indulgence,” said Felicia Teh, HR Director Carlsberg Malaysia.

In conjunction with the International Women’s Day on 8th March, we spoke to three of our female colleagues who have chosen beer as their profession and who have the power to write their own story.

Yuvaneswari Ramasamy, Senior Executive, Quality Sensory - NPD & Chemical

Yuva had an inexplicable desire in her heart to work for Carlsberg Malaysia as a graduate in Pure Chemistry. Passing by the brewery as a student, she asked her friends how life would be like working at such a dynamic company. Applying to a job ad just by a twist of fate, she was called for an interview the following day. Some people love beer, but how many have a career in tasting beer. Unlike the typical 9-5 job starting one’s day in front of a computer screen, Yuva starts her day tasting water samples and beer. Developing her taste palate over eight years, she is now a sensory tutor and is responsible for selecting and training the tasting panel.

Despite all the negativity surrounding her male dominated job, Yuva has most definitely cultivated the ability to detect a less than perfect beer. With quality of beer at the heart of her job, her patience and good health remains a priority. Her heightened senses are put to the test

every day from the water quality of the brewery. Yuva also tests the beer before and after it is packaged to ensure a high-quality brew is pushed into the market.

Work aside, Yuva is a devoted wife who wakes up at 5am every day to prepare breakfast for her husband and in-laws. Living 40 km away, her lunch hour is predominantly used to shop for groceries or see to family affairs.

Lush Ng Loo Shan, Assistant Manager, Channel Development

Youthful vitality – Lush joined Carlsberg Malaysia at the tender age of 21. As a fresh graduate with a degree in Accounting and Finance, she could not foresee her life working in the Big 4 as she did not believe it suited her personality. Taking time off to re-evaluate her career aspirations, she decided to dabble in freelance work involving BAs.

By coincidence, an emblem – an employee of Carlsberg Malaysia who met her on a weekly basis introduced her to the world of National Key Accounts. She took the leap of faith, flash forward 5 years later, she has moved from Sales to Channel marketing. When asked about her experience in a male dominated environment, she believes that the company's supportive culture has more than aided her career growth.

Prior to joining, Carlsberg Malaysia gave Lush two months off to pursue her personal interest of being a Super Motor GT queen. She went on to Japan as a promotional spokesperson for the World Racing Championship (SuperGT). Apart from the company accommodating personal arrangements, Carlsberg Malaysia rewards and recognises high performing individuals. Due to strong performance, Lush was awarded a sales incentive trip to Japan with VIP hospitality. "If you enjoy your job, you will never work a day in your life, being in the lifestyle industry, we have firsthand experience to amazing parties and entertainment," she said with a smile.

Teoh Hun Lien, Senior Manager, Value Management and Sales Operations

Hun Lien is the iron lady in Sales Department, she plays a pivotal role in driving the sales department agenda. With the ability to influence a sales force of 300 people, the numbers driven lady always strive to stretch goals, execute with speed and of high quality.

When asked how she performs in a male-based team, she laughed it off by saying, "That was the same question posted to me during my job interview 9 years ago, it's all about the facts and figures but more importantly, it's standing firm on your principles! In fact, when I present the numbers, the men are prone to go silent."

Hun Lien has persistently driven "sales information" culture by supporting sales team with various sales analytical reports. She is currently involved in highly visible initiatives - leading value management, supporting funding the journey by driving trade spend efficiencies and sales operational expenses efficiencies. Hun Lien is also actively involved in developing the

FIT program to ensure excellence in sales execution and LOTUS program to drive Conversion, Upselling and Premiumizing (C.U.P) to deliver higher sales growth.

Apart from her success at work, Hun Lien is a supermom of three. Fortunately, with the support from her family and her three obedient high school children, she is able to strike a balance between her family life and work.

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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 .

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酒国的巾帼英雄

皇帽集团没忽略女性的休闲和育婴的需求

(莎阿南 03 日讯) 马来西亚皇帽集团 (Carlsberg Malaysia) 能够在市场为佼佼者，而其下的啤酒品牌更是家喻户晓，其背后的推手也不乏女性。然而，当我们谈起酒的市场，总会觉得这是一个充满阳刚气和豪气的男人世界，但在马来西亚皇帽集团，女性也扮演着举足轻重的角色

俗语说，每一个成功男人背后，都有一个成功女人。对于马来西亚皇帽集团而言，其成功的背后，也有一群成功的女人。她们发挥了高水平的工作效率，确保市场能享有源源不绝的皇帽啤酒供应。

从人力的规划、啤酒的生产、产品的研发、品质的管控，至啤酒推入市场，每一个环节都可以见到这些巾帼英雄的身影。在这个男性支配的工作环境，她们都可以游刃有余。

除了她们的工作能力得到认可之外，同时也反映了皇帽集团具有很强的包容性，正如人力资源总监**郑淑贞**所说，充分尊重性别和文化的差异，才塑造了和谐的两性工作环境。除此之外，任人唯贤，唯才是举的公司文化，也造就了今天的两性并肩作战的优势。

受访者都表示，她们可以轻易融入这一个充满阳刚性工作环境。虽然都在男人圈，但同事之间都可以互助、互补，模糊了性别的差异，即使是一位新人，也可以很快投入工作。

这些职场上的巾帼英雄们，也和其他职业妇女一样，除了事业，也要兼顾家庭，照顾先生、孩子，甚至家翁与家婆，但她们都能从容应对，兼顾多重任务也体现了她们的巾帼本色。**郑淑贞**指出，皇帽集团的包容文化和环境，也为女性提供一个极具弹性的工作空间，让她们也可以担当重任，发挥她们的领导才能和弹性的作个人安排。

她说：“除了工作，皇帽集团也没有忽略女性的休闲和育婴的需求，因此厂区也推行了瑜伽课程，同时也外聘专业人士让女同事享受形象设计、修甲美甲、小型 SPA 等活动，让她们可以充电和自我提升。我们还设有妈咪哺乳房，鼓励婴儿哺乳，促进亲子关系。”

优娃妮斯瓦里

同事都称她为优娃的优娃妮斯瓦里，已经在皇帽集团工作 8 年半，她拥有一个非常长的衔头：“高级品管执行员-感官品评-化学-新产品开发”。

她说，在皇帽集团工作就必须有这种能耐以身兼多重任务。这是她的第一份工作，当初进入这个部门之后，才知道品酒是她任务之一，虽然当初觉得啤酒味非常浓郁，现在已经习惯成自然了。由于在求学时代，一直梦想进入皇帽集团，所以，欣然接受这一份任务。

她的上司也曾经对她说过，如果她能在皇帽集团生存，她到那里工作都不成问题。而她本身也觉得这给自己一个成长的机会，也不惧畏这份挑战。优娃说，在这里工作可以获得许多学习的机会，如今的她亦是感官品评训练员，负责选拔新人，然后将他们训练成感官品评员。

这位马大化学系的毕业生，在求学时，每当经过皇帽集团，内心总有一股莫名的渴望，希望将来可以在这家厂做工，结果真的如愿以偿。而其所做的工作和她大学的系友们确有千差万别，他们大部分都当了讲师或在化学界工作，而她的工作性质则让她在朋友圈中显得相当特别。

要成为感官品评员的先决条件，就是味觉必须正常，然后必须有满怀的热忱、正常的健康、不会对啤酒敏感，同时，每次品评是都可以到场，因为他们必须为啤酒品质把关，确保所有推出市场的啤酒都必须达标。他们的品评由酿酒的水质开始，啤酒包装之前，以及包装之后的啤酒，都必须经过他们品评，才能正式推入市场。

已婚的优娃，目前随丈夫居住在距离工作地点 40 公里以外的万挠，每天必须 5 点起床，为丈夫、家翁和家婆准备早餐，然后就必须上路，以便可以准时 7 点上班。她还得张罗一家人的晚餐，所以，她都会善用午餐或下班时间购买杂货，再赶回家准备晚餐，同时，还必须处理家务，将家里打理得井井有条。她笑称，这也是得益于皇帽集团的多重任务训练。

张芬莲

张芬莲身为皇帽集团高级销售运营及价值管理经理，辅助公司销售总监支援全国销售团队，她真的必须凭真材实料，才能影响、策动一支约 300 人的销售团队，踩着一致的步伐，朝向公司的目标前进。

当问及她如何在一支以男性为主的团队立足、如何镇得住他们时，她笑称，她并无须板起脸孔告诉他们要如何做，而是拿出事实和数据和他们分享，这是她的一贯做法，因为事实和数字自己会说话，所以可使人信服。

皇帽集团的销售队伍遍布东西马，因此，张芬莲必须以最具效益的方法，配合整个各个部门推动公司的业绩，以求达到预设的目标，并优化销售带来的盈利。她重申，团队不能靠花钱来创造业绩，而是必须创造价值来达标。

张芬莲必须辅助销售总监，推动全国性的销售计划，不仅要让销售部门的同人看得到计划的可行，还要让他们能够真正的实践。同时，也推行训练计划，为销售人员装备正确的技能，以提高他们的工作效率。

在加入皇帽集团之前，她曾经为数家经销商公司服务，主要负责行销，也参与过两年的实际销售工作，这也显示，之前的工作经验也为她打下扎实的根基。加入皇帽集团之后，她便负责销售策划，负责协调生产与市场供应的平衡，这必须靠精准的估算，以保障市场有适量的啤酒供应，消费人才能喝到最新鲜的啤酒。

8 年前她才投入目前的工作岗位，她说，自从 8 年前开始投入时，整个销售团队对她的作业方式有些不习惯，以前他们从不关注事实和数据，但经过了 8 年，他们不但习惯了，他们还会自己动手分析、呈报告。

张芬莲在厂是个高管人员，在家则是三个孩子的妈妈，感觉上，在事业和家庭方面都会出现两头烧的状况，但她却有办法在两者之间取得平衡。

她说，关于工作方面，尽量在工作时间完成，然后才可以准时回家。庆幸的是，她三个已经上中学的孩子都很乖巧，不必她如何的操心，所以，孩子们可以做孩子自己的事，她可以做她的事。不过，周末时间必定是属于孩子的。

吴露珊

接下来这是一个充满青春活力的故事——吴露珊。她在大学时代，已经是一位相当独立自主的工读生，也曾经在赛车美后(Super GT Queen)比赛中脱颖而出，成为世界赛车锦标赛(简称 SuperGT)马来西亚区的促销代言人。

虽然是会计金融系毕业生，但吴露珊所做的工和她的本科风马牛不相及。她解释说，虽然她喜欢数字，但这一行和她的个性格格不入。

在毕业前后，她一直都积极参与各类促销活动。而在加入皇帽集团这个大家庭之前，她是一位自由业者，为各类促销活动供应促销女郎。在机缘巧合之下，她在一个促销场合遇到来自皇帽集团的人员，在后者撮合之后，才于 2011 年 12 月加入这家公司，一晃 5 年已经过去了，如今她已是一位销售管道发展助理经理，负责开发高档客户群。

她受访时说，虽然在一个以男性为主的环境中工作，虽然有一定的压力，但都不成问题。好在皇帽集团文化能缔造人和，没有办公室政治，同事之间可以和合、互相扶持，而且工作具伸缩性，总的来说，皇帽还是一个开心的环境，因此，她还能自如应付。

这里提供了她不断学习和成长的机会，最重要是，人与人之间还有那些谅解，凡事都可以商量和安排，无形中就可以消除一些工作压力。她笑说，虽然在公司和客户方面，都是男人支配的环境，但男生粗枝大叶，也需要女性细致入微个性的互补，这也是女生的优势。

此外，由于皇帽集团的工作文化，也让员工在工作和兴趣上得到很大的调度，就以吴露珊的个人经验而言；在她加入皇帽之前，就已当选为赛车美后，加入公司后，她又必须履行美后的合约，因此，公司也特别给予通融，让她请假两个月到日本和在国内宣传这项赛事。她说，只要能妥当安排工作，相信公司和上司都会给予批准。

吴露珊还透露，皇帽集团长年有多姿多彩的节目和活动，包括一些神秘派对，使到工作也可变成娱乐。而她本人就曾经赢得公司的奖掖旅游，到日本参观最原始的集团，还获得贵宾式的招待。

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.

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