

FOR IMMEDIATE RELEASE

Press release 01/2016
8 January 2016

Page 1 of 2

A Toast to Probably The Best Year 2016

Carlsberg wishes consumers the Best of Fortune, Health, Bonus, Luck, Business and Friendship in the Lunar New Year

Year of the Monkey, just another prosperous year? As a beer brand that strives to deliver the finest in everything it does, Carlsberg proposed a toast to Lunar New Year 2016 being “*Probably The Best Year*” (20一流–堪称最佳新年). Playing on the Mandarin and Cantonese pronunciation of the number ‘16’ [Yī Liú] with the Chinese character “一流”, refers to excellence, top notch or simply the best.

At the media launch gala dinner on January 8, a month before the Chinese New Year (CNY), Carlsberg wished everyone an excellent start to the year with the six things that matter the most in life, in hopes it will take form in the best state - best wishes of excellence in *Fortune, Health, Bonus, Luck, Business and Friendship*.

“Chinese New Year is a festive period that runs through our veins at Carlsberg Malaysia,” Henrik Juel Andersen, Managing Director of Carlsberg Malaysia said in his opening address. “Our flagship brand Carlsberg took inspiration from our marketing campaign of ‘*If Carlsberg did...*’ which was launched in 2015. We reimagined if Carlsberg did Chinese New Year, it would probably be the best year, as superior as Carlsberg, probably the best beer in the world. Smartly crowning year 2016 as “*Probably The Best Year*” it is!” Andersen shared.

Bringing to life the CNY campaign tagline – “*Probably The Best Year*” (20一流), Carlsberg, for the first time ever launched seven limited edition designs with the seven icons across its cans and big bottles available nationwide during this festive period. Definitely collectable items! It’s also a meaningful way to share a drink which bestows best wishes to family and friends.

To mark the launch of our Chinese New Year campaign, the brand impressed and surprised some 250 guests and members by unveiling a seven-tier limited edition festive cans structure packaged to create a magnificent one-of-a kind Carlsberg Auspicious Bamboo.

Towering at 10 feet height and 8 feet width, the structure even dispensed Carlsberg brews! Each of the seven tiers carried a symbolic meaning, starting with ‘best of *Friendship*’ as the foundation, ‘best

in *Business*, 'best of *Luck*, 'best in festive *Bonus*, 'best of *Health*, 'best of *Fortune*" and finally topped by 'Probably The Best Year 2016' at the peak of the Carlsberg Auspicious Bamboo.

The significance of the Chinese bamboo is found in the way its body sways harmoniously in the breeze whilst firmly rooted in the ground below. In time, even the strongest wind tires itself out, but the bamboo remains standing tall, still, infinitely progressing and developing.

Similar to the spirit of the bamboo, Carlsberg believes that one with a strong state of mind yet versatile in different situations will allow them to enjoy the journey rather than the destination as they strive to the top in year 2016.

With all the goodness and well wishes, guests were further surprised with a Carlsberg brew-infused "yee sang" and fusion dishes specially prepared by Chef James Ho from Ruyi & Lyn, a contemporary Chinese culinary restaurant at Bangsar Shopping Centre.

In conjunction with the CNY campaign, consumers can now strike a 'big fortune' with Carlsberg's nationwide promotion running from now until 29 February 2016. Consumers who collect four crown corks are entitled to redeem RM2 Magnum Voucher and stand a chance to win Magnum Jackpot or redeem Jolly Shandy, depending on location.

For more information on the consumer promotion and on-ground activation, do check out www.facebook.com/CarlsbergMY.

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 .

椰布

新闻稿 01/2016
8 January 2016

Carlsberg 视《20一流》年为堪称最佳新年 恭祝大家《20一流》齐欢腾 丰收一层接一层

(吉隆坡8日讯) 送旧迎新，春风沐浴，活泼可爱的猴王，正在向您招手。堪称全球最佳啤酒，Carlsberg别树一帜，挚诚给你献上最贴心的祝福 - 20一流，堪称最佳新年。“20一流”，缘起于二零一六年，“六”从去声的读音改为阳平声读音的“流”，蜕变为Carlsberg给您送上的一流祝福与致贺，在健康，运气，花红，财运，友情，生意，都是独一无二的最佳新年。

Carlsberg马来西亚集团董事经理皇德生，带着欢愉畅意的心情在“堪称最佳新年20一流”的推介礼致辞时说：“对马来西亚Carlsberg集团来说，华人农历新年是重中之重的佳节；通过一系列的商业和市场活动，牵引出农历新年的欢腾气氛，从而让这个佳节更显丰沛富足。”

皇德生说：“作为一个旗舰品牌，Carlsberg从本身的品牌标语“堪称全球最佳啤酒”得到了启发和激励，创作了“堪称最佳新年”作为今年农历新年的敬贺标语，与Carlsberg素来秉持的最佳回馈信念，紧密交融，带给大家一个最佳的理念。”

皇德生分享指出：餐桌上，佳肴美食、山珍海味不可少，此时此刻，Carlsberg更陪伴你品尝这一年来的丰收成果，欢天喜地高唱齐天饮胜。“堪称最佳新年，是的，的而且确。”

配合“堪称最佳新年20一流”的广告创作，Carlsberg首次推出七种限量版的Carlsberg瓶装和罐装啤酒的设计诚恳向大家拜年。

赶快把这一套20一流限量版的罐装收齐，无论在家团圆在外团聚，都是桌上首选。

在

20一流的活动推介仪式，大约250名商家和媒体代表一起见证了Carlsberg傲立的七层富贵竹的诞生。高十尺宽八尺的七层富贵竹，由限量版的Carlsberg罐装啤酒的设计建造而成，从“友情一流”开绽，给你一层接一层的丰收，依序有“生意一流”，“运气一流”，“花红一流”，“健康一流”，“财运一流”，扶梯而上，每一层祝福，都诚意十足。当你跟随每一层的祝福来到最高的一层，你会看到“堪称最佳新年20一流”的Carlsberg罐装啤酒，带给你更舒

坦、更踏实的敬贺。除此以外，这独特的富贵竹设计非常周到，配有打出生啤酒的功能，让来宾们尽兴的享饮包含满满祝福的顺口啤酒。还有什么，比这一刻更美好、更一流祝福？！

据华人习俗，竹，带给我们的启迪和涵义，与它本身的特质，密不可分。从物质层面，竹的特质是生命顽强，刚柔并重，蕴藏弯而不屈的侠骨情怀。从精神层面，竹更是坚韧挺拔，高风亮节的象征，“竹”，也代表绿意盎然，生气勃勃的高尚气魄。

以七层富贵竹展现竹的情愫与勉励，Carlsberg相信、坚信，也确信，你在20一一流年真正迎来堪称最佳新年，稳步攀向另一个高峰。

推介仪式在吉隆坡孟沙购物中心的中餐厅Ruyi & Lyn展开。出席者除了见证独树一帜的限量版Carlsberg堪称最佳新年20一流包装，以及高十尺宽八尺的富贵竹的诞生，著名厨师何顺文也为来宾们精心泡制了独一无二的七彩渗酒鱼生，给这一个晚上的推介仪式，画上美满的句点。

配合20一流年的活动，Carlsberg全心全意与全国华人共享欢腾，势必让您度过一个丰衣足食的猴年。在全国各地举行的20一流促销活动，从2015年12月27日起直到20一一流年2月29日，只要收集4个附有Carlsberg20一流的瓶盖，即可兑换价值2令吉的万能礼券或一瓶Jolly Shandy。更多详情请浏览：www.facebook.com/CarlsbergMY。

-完-

关于Carlsberg品牌

堪称全球最佳啤酒，

Carlsberg在马来西亚Carlsberg是旗舰品牌：一个真正贯穿全球140个国家的国际品牌啤酒。Carlsberg创始人J. C. Jacobsen，于1874年在丹麦哥本哈根酿制了Carlsberg；1972年，Carlsberg第一次在马来西亚酿制。

Carlsberg是足球运动的强力脉搏，自1988年起，受委成为欧洲足球总会旗下欧洲杯国家杯的赛事赞助商；自2013年以来，Carlsberg也是Barclays英格兰超级联赛的指定啤酒，同时也是包括英格兰国家队在内的5支首要球队的伙伴。

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