

FOR IMMEDIATE RELEASE

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Carlsberg Spreads CNY Festive Cheer in Sarawak Celebrating Probably The Most Victorious Year with fellow Sarawakians at Carlsberg CNY Music Festival

Kuching, 27th January 2018 – Carlsberg Malaysia ushers in this Chinese New Year (CNY) celebration with “*Probably The Most Victorious Year*” campaign, inspired by the Chinese saying Qí Kāi Dé Shèng (齊開得勝) symbolising the brewer “flagging off to successful ventures” or “together, we shall succeed” with the Malaysian Chinese community.

Held in conjunction with the Carlsberg CNY Music Festival at 7th Mile, Kota Sentosa, *Probably The Best Beer in the World* – Carlsberg and *Probably the Smoothest Beer in the World* – Carlsberg Smooth Draught greeted over 2,000 people of the 4-day music festival that night. The festival at the venue was made even livelier by special appearances of local artistes Guo Yan Yan (Summer Grace), Stella Chung and Nick Chung.

Music festival goers got the opportunity to also enjoy the various brews available for purchase by Carlsberg Malaysia at the festival. Variants include Carlsberg, Carlsberg Smooth Draught, Somersby Apple Cider, Somersby Blackberry Cider, Kronenbourg 1664 Blanc, Asahi Super Dry, Royal Stout, Carlsberg Special Brew and Jolly Shandy.

“Keeping to our traditions, we usher in CNY by rewarding our consumers for their support and loyalty and this year is no exception. We are glad to flag off this CNY with a resounding victory wishing all Malaysians “Be Jolly Together”, “Abundance of Happiness”, “A Simply Satisfying Year” and “Cheers!” or “Yum Seng!” Sales Director Gary Tan said as he unveiled the Chinese greeting messages when striking the four giant red bottle caps replica on-stage. When combined, the four key Chinese characters on the auspicious bottle caps read “*Probably The Most Victorious Year*”, wishing all Malaysians a victorious and successful year ahead.

Celebrating “*Probably The Most Victorious Year*” this CNY, RM6 million worth of prizes are up for grabs from Jan 1 to Feb 28 as part of Carlsberg’s “Everyone Is A Winner” promotion, as well as other related consumer promotions at participating F&B outlets, supermarkets and hypermarkets.

In the “Everyone Is A Winner” promotion, consumers who purchase any 3 big bottles of Carlsberg or Carlsberg Smooth Draught, will get a deck of Carlsberg Smooth Draught CNY playing cards and stand a chance to win special bonus prizes. Those who uncover the image of ‘88’ underneath the red bottle caps of the mentioned beers, stand a chance to win a cash prize of *ang pau* of RM88 each, with 8,000 prizes up for grabs! If you spot the Carlsberg Smooth Draught or Somersby Apple Cider logos, you can redeem one carton each of the respective brands, with a total of 2,000 prizes available across participating restaurants, coffee shops and food courts.

Additionally, consumers who purchase one or more cartons or combo deals of 4 sets of 4-can packs from the brewer's premium brews such as Somersby Apple and/or Blackberry Cider, Kronenbourg 1664 Blanc and Asahi Super Dry will stand to redeem one *#ProbablyTheBest* reusable bag on a first-come, first-served basis from over 500 participating super- and hypermarkets during the promotion period.

Find out more about Carlsberg's promotions, events and activities during this festive season at www.probablythebest.com.my or 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.

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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 investments in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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.

供即时发布

Carlsberg 把新年的喜气撒向砂拉越

邀砂州全民赴 Carlsberg 新春音乐节迎接堪称最饮胜的大胜年

古晋1月27日讯 - 马来西亚 Carlsberg 集团今日在古晋与砂拉越子民迎来了 2018 年“堪称最饮胜的大胜年”，大家举杯同庆“齊開得勝”，一起迎向一个成功、富足的新年！

今日的欢庆热狂在古晋 7 英里圣淘沙镇为期 4 天的 Carlsberg 新春音乐节引爆，现场 2000 多名赴会者也享饮了堪称全球最佳啤酒的 Carlsberg 与堪称全球最顺啤酒 Carlsberg 顺啤。现场亦迎来了本地知名艺人郭燕燕（夏日风采成员）、钟晓玉、钟盛忠特别登场，更点燃了全场气氛。

赴会的乐迷们不仅陶醉在音乐中，也有机会畅饮马来西亚 Carlsberg 集团旗下的各类美酒精酿，包括 Carlsberg、Carlsberg 顺啤、Somersby 苹果酒、Somersby 莓果酒、Kronenbourg 1664 Blanc、Asahi Super Dry、Royal Stout、Carlsberg Special Brew 及 Jolly Shandy。

马来西亚 Carlsberg 集团销售总监陈森宦指出，这是该集团的传统，在欢庆新年之余，总不忘回馈集团的忠实粉丝。他说：“瓶盖上喜庆词句“齐欢乐”、“好开心”、“很得意”、“饮胜”，结合在一起就寓意着大家迎来‘齊開得勝’，一起过一个成功、快乐、富足的一年，也藉此祝福马来西亚全民，‘齊開得勝’！”

值得一提的是，每逢佳节也是马来西亚 Carlsberg 集团真情回馈忠诚客户的时节。为此，马来西亚 Carlsberg 集团今年更豪砸 6 百万令吉回馈全马客户；由 2018 年 1 月 1 日至 2 月 28 日，Carlsberg 在全马各参予的商店、食肆、超级及霸级市场展开系列回馈活动，并准备了丰富的新年精美赠品、现金红包等，让“人人都是大赢家”！

“人人都是大赢家”的促销活动，让凡在全马各地参与的餐厅、咖啡店及饮食中心购买 3 大瓶 Carlsberg 或 Carlsberg 顺啤，即可获得一副精致扑克牌；开瓶时，一旦发现 Carlsberg 或 Carlsberg 顺啤瓶盖内侧出现“88”的字样，即表示您赢得了价值 88 令吉现金红包，一共有 8,000 封红包待领取；如果您的瓶盖内侧印有 Carlsberg 顺啤或 Somersby 果酒的标志，恭喜

您，您即赢得一箱 Carlsberg 顺啤或 Somersby 果酒，各有 1,000 箱待您捧回家，让消费者开瓶就开心，名副其实“齊開得勝”！

与此同时，凡在全国 500 家参与的超级及霸级市场购买马来西亚 Carlsberg 集团旗下精酿啤酒一箱或以上或特惠组合的 4 套 4 罐装 Somersby 苹果酒及/或莓果酒、Kronenbourg 1664 Blanc 及 Asahi Super Dry 即可兑换“堪称最佳环保袋”，先到先得，赠品送完即止。

了解更多关于 Carlsberg 春节促销、节目和活动，请登录 www.probablythebest.com.my 或 www.facebook.com/CarlsbergMY。

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是世界上最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情, 请浏览 www.carlsbergmalaysia.com.my