

FOR IMMEDIATE RELEASE

Press Statement 13/2019

1 April 2019

Page 1 of 4

POP & Win Fabulous Prizes with Carlsberg Smooth Draught Promotion

Audio accessories and beers up for grabs from April to June!

Shah Alam, 1 April 2019 –The catchy Carlsberg Smooth Draught’s “POP” sound is music to one’s ears whenever one pops open a bottle. Carlsberg Smooth Draught rides on the rhythm of music and keeps one in tune by giving out cool limited-edition audio accessories through a nationwide “POP & WIN” promotion this April to June.

Just collect the ‘POP & WIN’ Carlsberg Smooth Draught bottle caps with every purchase of 580ml Carlsberg Smooth Draught big bottle to stand a chance to win! Collect 24 bottle caps to redeem a limited-edition Carlsberg Smooth Draught branded Bluetooth headset, or 12 bottle caps for a 320ml can of Carlsberg Smooth Draught from April to May at participating coffee shops, food courts and hawker centres.

To redeem cool gadgets, one can get a FREE Carlsberg Smooth Draught can-shaped Bluetooth speaker with every purchase of a 11-can Carlsberg Smooth Draught 320ml pack in super- and supermarkets in the month of May.

Also, don’t miss out on the chance to win a wireless earpiece when you buy RM15 worth of Carlsberg Smooth Draught in bottles or cans at participating convenience stores OR when you purchase two buckets of Carlsberg Smooth Draught pints (325ml) from pubs, bars and restaurants.

Enjoy Carlsberg Smooth Draught with family and friends during this promotional campaign and be rewarded with amazing audio accessories!

For more info and T&C, check out www.facebook.com/CarlsbergMY or visit www.probablythebest.com.my.

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 partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

| | | |
|--|-----------------------|--|
| May Ng | 03 - 5522 6404 | may.yk.ng@carlsberg.asia |
| Asst. Manager, Corporate Communications & CSR | | |
| Koh Kian Mei | 03 - 5522 6340 | kianmei.koh@carlsberg.asia |
| Senior Brand Manager, Carlsberg brand | | |

Incorporated in 1969, Carlsberg Malaysia is a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer Kronenbourg 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

新闻稿 13/2019
2019 年 4 月 1 日

CARLSBERG 顺啤即 POP! 即赢促销活动送出丰厚奖品

四月至六月丰富音响产品及啤酒待您赢取！

莎阿南 1 日讯 – 每当拉开 Carlsberg 顺啤瓶盖，就会发出悦耳 “POP” 声。如今 Carlsberg 顺啤给全国啤酒爱好者带来令人心醉的 “即 POP 即赢” 活动，在四月至六月份期间，即有机会赢取酷炫的限量版音响产品！

畅饮大瓶装 Carlsberg 顺啤 (580 毫升)，收集 ‘即 POP 即赢’ (POP & WIN) 瓶盖，即可赢取奖品！由四月至五月份期间，凡在参与的咖啡店、美食中心及小贩中心享饮 Carlsberg 顺啤，收集 24 个瓶盖，即可兑换一套蓝牙耳机，而收集 12 个瓶盖则可换取一罐 320 毫升的 Carlsberg 顺啤。

于 5 月期间，前往超级或霸级市场购买 11 罐装的 320 毫升 Carlsberg 顺啤，即可免费获得酷炫的周边商品- 一个 Carlsberg 顺啤罐模型的蓝牙扩音器。

同时，凡在参与的便利店购满 RM15 的 Carlsberg 顺啤瓶或罐装，即有机会赢取一个蓝牙听筒，或在酒廊、酒吧及餐厅购买两桶 Carlsberg 顺啤 (325 毫升) ，即有机会获取一个蓝牙听筒。

赶紧趁此促销期间，与亲朋好友一起畅饮 Carlsberg 顺啤，丰富音响产品吧！

关于更多详情及条件与规则，请参阅 www.facebook.com/CarlsbergMY 或浏览 www.probablythebest.com.my.

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 partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

May Ng

03 - 5522 6404

may.yk.ng@carlsberg.asia

Asst. Manager, Corporate Communications & CSR

Koh Kian Mei

03 - 5522 6340

kianmei.koh@carlsberg.asia

Senior Brand Manager, Carlsberg brand

Incorporated in 1969, Carlsberg Malaysia is a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.