

FOR IMMEDIATE RELEASE

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Carlsberg Malaysia's Golden Anniversary Made *Better* with awards and recognitions

Prestigious accolades for brewer's Probably The Best Brands portfolio and Sustainability initiatives

Kuala Lumpur, 10 October 2019 – In conjunction with its 50th anniversary this year, Carlsberg Malaysia and three of its brands – Carlsberg, Somersby and Royal Stout won four prestigious awards respectively at The Edge Billion Ringgit Club (BRC) Awards, the Putra Brand Awards, the World Beer Awards and the International Beer Challenge 2019!

Judged by independent industry professionals and voted by consumers, these coveted corporate and brand awards were recognitions of its commitments in business sustainability and product innovations.

“These recognitions for Carlsberg Malaysia and its award-winning portfolio of brands are timely as this year, we celebrate the 50th anniversary of our establishment in Malaysia. A testament to our corporate excellence and product quality in constant pursuit of better, we strive to create even better beer enjoyment experiences for Malaysian beer lovers in line with our purpose of Brewing for a Better Today and Tomorrow”, said Ted Akiskalos, Managing Director of Carlsberg Malaysia.

At the prestigious The Edge Billion Ringgit Club (BRC) Awards held in September, Carlsberg Brewery Malaysia Berhad bagged the **Best Corporate Responsibility Award** for public listed companies under RM10 billion market capitalization for financial year 2018.

This was the second award for the brewer following its maiden win in 2014. The recognition lauds the brewer's relentless efforts for its sustainability priorities named Together Towards ZERO and its three decade long commitment in fundraising for the development of Chinese education via our flagship community engagement project – Top Ten Charity Campaign 《十大义演》, which has to date raised over RM536mil for over 600 Chinese schools and education institutions.

At the renowned Putra Brand Awards concluded last month, Carlsberg, Probably The Best Beer In The World and Somersby, Malaysia's bestselling cider, were awarded **Silver** and **Bronze** respectively under the Beverage-Alcoholic category thanks to the votes of confidence and trust from Malaysian consumers.

These accreditations mark the tenth consecutive win for Carlsberg; and a third consecutive win for Somersby - which outperformed other ciders gaining recognition in the category.

Building on its recent inclusion in the FTSE Russell FTSE4Good Bursa Malaysia ("F4GBM") Index, Carlsberg Malaysia is now among the 71 leading Malaysian public-listed companies that demonstrated strong Environmental, Social and Governance (ESG) practices and performance.

"Our inclusion in the F4GBM Index is a humbling encouragement of our ongoing efforts toward responsible business practices. We are grateful for the endorsement from the investment community that acknowledges our efforts in sustainability and sounds corporate governance.", added Akiskalos. Carlsberg Malaysia is one among the three fast-moving consumer goods (FMCG) companies; and the ONLY brewer to make it in the listing.

Boasting fine characteristics of rich roasted coffee and caramel taste, locally brewed Royal Stout bagged two international beer awards. Regarded as the world's most prestigious beer competition in its 23rd year, the International Beer Challenge awarded Royal Stout a **Silver** in the Stout/Porters category; while the World Beer Awards credited Royal Stout as **Winner for Malaysia** under the taste category.

For more updates and activities by Carlsberg Malaysia and its brands, log on to <https://carlsbergmalaysia.com.my/>.

For further enquiries, please contact:

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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 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

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马来西亚 Carlsberg 集团 50 周年金禧志庆连连，殊荣不断

堪称最佳品牌组合及其可持续性计划迎来荣誉加身

吉隆坡 10 日讯 – 今年正值马来西亚 Carlsberg 集团欢庆其 50 周年金禧志庆之际，其旗下三个品牌，Carlsberg、Somersby 及 Royal Stout 喜迎四项殊荣，分别荣获 The Edge 10 亿令吉俱乐部 (Billion Ringgit Club 简称 BRC) 奖、布特拉品牌奖 (Putra Brand Awards)、世界啤酒大奖 (World Beer Awards) 及 2019 国际啤酒挑战赛 (International Beer Challenge 2019) 颁发奖项！

这些由独立业界专业人士评判及消费者投票的企业与品牌奖项，旨在表彰企业对可持续性计划的担当及产品的创新。

马来西亚 Carlsberg 董事经理艾天赐说：“正值马来西亚 Carlsberg 集团庆祝成立 50 周年之际，企业及其品牌同时喜获荣誉加身，可谓一切来得恰逢其时。这亦彰显企业精益求精，追求更好，创造卓越表现及优越产品品质。我们一直致力于践行我们的宗旨，酿造一个美好的现在和一个更好的未来，以便为马来西亚的啤酒爱好者创造一个更美好的体验。”

Carlsberg 集团在九月举行的 The Edge 十亿令吉俱乐部 (BRC) 颁奖礼上，在 2018 财政年市值十亿令吉以下上市公司组，荣获最佳企业责任奖。

Carlsberg 集团于 2014 年首次获此殊荣，今年再此获得得表彰，肯定其 ‘共同迈向零目标’ 的可持续性策略，以及三十多年来坚持不懈的社区计划，即华教的筹款平台

《十大义演》。此平台至今已筹获超过 5 亿 3600 万令吉，并惠及 600 多所华校及教育机构。

也感谢马来西亚消费者的信赖，把信心一票投给堪称全球最佳啤酒 Carlsberg 及马来西亚最畅销苹果酒 Somersby，让这两个品牌在上一个月举行的布特拉品牌奖颁奖礼上，分别拿下了酒精饮料组的银奖及铜奖。

此次得奖，已是 Carlsberg 连续十届荣获殊荣，亦是 Somersby 连续三年得奖，让它遥遥领先同一组别的其他果酒。

随着被纳入富时罗素马来西亚交易所社会责任指数 (FTSE Russell FTSE4Good Bursa Malaysia，简称“F4GBM”)，如今马来西亚 Carlsberg 集团已跻身马来西亚 71 家标青上市公司之列，引领环保、社会及企业监管 (ESG) 的实践。

艾天赐补充说：“被纳入富时罗素马来西亚交易所社会责任指数，等同于赋予了我们新动力，继续贯彻实践良好企业责任。我们也感谢投资界对我们的可持续性策略及良好企业监管的肯定。”本集团是三家入榜的快速消费品公司 (FMCG)之一，也是榜上的唯一一家酿酒厂。

由本地酿造，充满浓郁香烤咖啡香及焦糖风味的 Royal Stout，勇夺两项国际啤酒大奖。Royal Stout 在闻名全球的第 23 届国际啤酒挑战大赛中，夺得黑啤酒组银奖，也在世界啤酒大奖上被评为马来西亚品评组的优胜者。

欲了解更多关于马来西亚 Carlsberg 集团及旗下品牌的最新消息及动态，敬请浏览 <https://carlsbergmalaysia.com.my/>。

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