

FOR IMMEDIATE RELEASE

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CARLSBERG WISHES ALL DOUBLE PROSPERITY OFFERING DOUBLE REWARDS THIS CNY

Carlsberg believes that good things come in pairs and greets beer lovers double prosperity offering double rewards to commemorate unique occurrence of year 2020

Kuala Lumpur, 3 January 2020 – In an exclusive media preview of Carlsberg’s Chinese New Year (CNY) campaign “Double Cheers. Double Winnings.”, members of the media were treated to an auspicious and immersive Probably The Best Ex-beer-ience featuring great beers, delightful cuisines and crafts in a contemporary take on the CNY culture.

Held at Sheng Mun @ Plaza Arkadia, Desa Park City, Managing Director Stefano Clini shared, “In our pursuit of creating better beers and better enjoyment, Carlsberg’s refreshing new look has won over beer lovers with its new look, coupled with practical betterments. To ring in the year 2020, Carlsberg is proud to unveil its CNY promotion “Double Cheers. Double Winnings.” that aims to reward beer lovers nationwide with chances to double-up their winnings abundantly by bringing home a limited-edition gigantic 3-litre Carlsberg CNY bottle!”

Marketing Manager Kevin Choo added “In the Chinese culture, red paper cutting is a distinctive and long-preserving art often designed in symmetry. Therefore, we have creatively illustrated this crafty art into the year 2020 featuring fishes to depict abundance, and lion dance to signify good luck and prosperity on all Carlsberg and Carlsberg Smooth Draught bottles and cans. To further elevate the element of double, consumers get to double up their winnings with chances to take home a magnificent 3-litre Carlsberg bottle on top of their instant rewards for purchases made across supermarkets, hypermarkets, and enjoyment at pubs, bars or coffeeshops and food courts.”.

The magnificent 3-litre Carlsberg bottle topped with a cork stopper measuring at a height of 48cm is bound to double the happiness at CNY celebrations with every pop! With only more than 2,000 bottles in Malaysia to be won, there are already 365 lucky winners nationwide emerging from participating outlets nationwide to date.

Want to be a winner and bring home these 3-litre Carlsberg bottles to double up the festivities this CNY? Head to participating coffee shops or food courts and check underneath the bottle caps for purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles.

At participating supermarkets, hypermarkets; instant beer enjoyment at modern pubs, bars and restaurants; or shopping online on participating e-commerce sites such as Potboy, Shopee, Taobao, Sohda, Winetalk, and Boozeat, you too can stand a chance for every promotional purchases of Carlsberg and participating brands! Get lucky and stand to win the limited-edition 3-litre Carlsberg bottle when you send in your receipt via WhatsApp.

Gaining attention for its sleek and modernistic design at participating convenience stores this CNY period is the Carlsberg Smart Mini Bar that boasts a modernistic design of a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger

functionalities. Ease your worries of beer storage areas or keeping beers chilled for that perfect beer enjoyment during family reunions or festive open house sessions as the Carlsberg Smart Mini Bar can store up to six beer cartons, equivalent of 144 cans of beers!

Want to get your hands on the Smart Mini Bar? Simply purchase RM20 and above of Carlsberg Malaysia products at participating convenience stores to be eligible for the weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc-branded Mini Chiller.

Ushering the New Year is made better with Carlsberg as shoppers can stand a chance to win up to RM800 worth of groceries all paid for when You Shop, Carlsberg Pays! With 20 locations held last weekend, 123 lucky winners walked home with their groceries all paid for by Carlsberg! Held nationwide, grab the opportunity and have Probably The Best CNY Shopping Experience for your purchases on Carlsberg Malaysia products and check out for the next weekend activation near you at www.probablythebest.com.my.

Come celebrate the CNY festivities in great spirit with the limited-edition 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and more while savouring Probably The Best Brews by Carlsberg Malaysia. Friends in the Klang Valley are invited to join the official launch at Plaza Arkadia, Desa Park City on 10th January 2020 from 7pm onwards to stand a chance to walk home lucky with the limited-edition 3-litre Carlsberg bottle! First come first serve, and while stocks last.

For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at 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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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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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2020 年 1 月 3 日

CARLSBERG 祝贺大家这个新年福运双至，奖赏双收

好事必成双，Carlsberg 以此祝福啤酒爱好者在欢庆 2020 新年来临之际，福气运势双双来，奖品赏赐双倍至

吉隆坡 3 日讯 – 在 Carlsberg 春节“双饮双赢”促销活动的媒体预赏会上，媒体朋友率先享受堪称最佳‘俏啤’体验，获得饱足味蕾和观感的啤酒、美食以及时尚结合传统的艺术盛情款待。

董事经理葛利尼在 城门@ Plaza Arkadia, Desa Park City 的现场也分享道：“秉持精益求精，追求更好的精神，Carlsberg 重塑后的清新形象令啤酒爱好者更受落。在迎来 2020 年之际，Carlsberg 推出了“双饮双赢”新年促销，旨在让全国啤酒爱好者有机会获得双倍奖赏，把限量版巨型 3 公升 Carlsberg 酒瓶带回家过年！”

市场经理朱泽豪补充说：“在中华传统里，红彤彤的剪纸是一项独特，源远流长的技艺，其中最常见的是对称剪法。我们也凭借创意把它融入 2020 年的标头，其中鲤鱼图寓意年年有余，醒狮图象征祈福送福，两者皆呈现在所有 Carlsberg 及 Carlsberg 顺啤的瓶子和罐子上。喜上加喜，双禧临门，凡前往超市、霸市购买，以及在酒廊、酒吧或咖啡店及美食中心畅饮，除了可以获得即购即赏的礼品外，消费者还有机会把一樽巨型 3 公升 Carlsberg 酒瓶带回家。”

这樽巨型 3 公升 Carlsberg 酒瓶高达 48 公分，是以软木塞盖瓶，让你可以在这个新年‘砰’出双倍的喜气！全马只有 2000 多瓶待送出，如今在全国各地参与促销的销售处已出现了 365 名幸运儿。

如果你也想成为赢家，把这樽双倍大瓶的 Carlsberg 酒瓶带回家给新年增添双倍喜气，就请即刻前往参与促销的咖啡店或美食中心欢饮大瓶装 Carlsberg (640 毫升) 或 Carlsberg 顺啤 (580 毫升)，并在开瓶时切记要检查瓶盖底部。

凡在参与促销的超市、霸市购买；前往时尚酒廊、酒吧及餐厅畅饮；或通过参与的电商，如在 Potboy、Shopee、淘宝、Sohda、Winetalk 及 Boozeat 网购 Carlsberg 及参与品牌，即有机会得奖！你只需通过 WhatsApp 发送你的收据，即有机会赢取限量版 3 公升 Carlsberg 酒瓶。

今年新年在便利店有一个格外引人注目，外观时尚充满时代感的 Carlsberg 智能迷你吧待你领回家。这个多功能迷你吧内置冰箱、蓝牙扬声器及 USB 充电器，而且冰箱容量大，能装得下 6 箱啤酒，相等于 144 罐，因此，今年吃团圆饭或举行新年开放门户时，就不必担心没有冰凉清爽的啤酒了！

你一定想把这台智能迷你吧占为己有吧？那么，只需在参与促销的便利店购买 RM20 以上的马来西亚 Carlsberg 产品，即有资格参加每周抽奖，以赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 品牌的迷你冷藏箱。

Carlsberg 为新年制造更浓厚的欢乐气氛，让购物者有机会赢取价值 RM800 的年货，你购物，Carlsberg 支付！单在上周末，就有来自 20 个地点的 123 位幸运儿成功赢取一购物车的年货，由 Carlsberg 全额支付！别错过目前正在全国热烈举行的堪称最佳新年购物体验，购买马来西亚

Carlsberg 产品即可参加。查找来临周末您附近的活动地点，请登录 www.probablythebest.com.my。

新年畅饮马来西亚 Carlsberg 堪称最好的佳酿之余，也兴高采烈把限量版 3 公升 Carlsberg 酒瓶、Carlsberg 智能迷你吧等带回家。来自巴生谷的朋友，欢迎大家于 1 月 10 日，下午 7 时前往 Desa Park City 出席在 Plaza Arkadia 举行的盛大推介礼，并有机会赢取一樽限量版 3 公升 Carlsberg 酒瓶！先到先得，送完即止。

欲了解更多关于新年促销优惠及活动，请浏览 www.probablythebest.com.my 或跟随我们的脸书专页 www.facebook.com/CarlsbergMY。

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Find out more at www.carlsbergmalaysia.com.my.