

CARLSBERG PAYS TRIBUTE TO FANS IN LIMITED-EDITION 'CHEERS TO FOOTBALL' SERIES

A toast to football fans and beer lovers nationwide with attractive prizes and RM10,000 cash to be won in Carlsberg's football promotion.

Shah Alam, 3 June 2021 – Carlsberg Malaysia unveils limited-edition CHEERS TO FOOTBALL packaging in its third CELEBRATE theme series, tribute to football fans who bring the sport to life with passion and soul! For a limited time only, Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans and bottles comes in collectible football-themed packaging coined “By Appointment To The Football Fans of Malaysia”. The campaign pays homage to Carlsberg's longstanding support of football and appreciation towards football fans as they put their club allegiances aside, uniting to be the biggest football family in the world!

In addition to its CHEERS TO FOOTBALL packaging to laud passionate football fans of Malaysia, Carlsberg will be rewarding consumers with limited-edition Carlsberg football jerseys, football tees, RM200 Touch 'n Go eWallet credit; including a chance to take home the Grand Prize of RM10,000 cash to 30 lucky winners! Enjoy football matches at home over a cold beer and check out Carlsberg's ongoing promotion running from June onwards at participating retailers.

“The football sport brings families, friends, colleagues and communities together as they cheer for their teams. Carlsberg focuses in bringing unique experiences to beer lovers and fans alike while watching the game with their mates together or apart. Carlsberg has been supporting football fans across the globe to celebrate the unity and passion that brings us together, the same over the love for great beers.”, said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

“In our pursuit of better to lift their spirits during these challenging times, Carlsberg launches its CHEERS TO FOOTBALL packaging series to celebrate dedicated football fans for their unwavering passion for the sport while apart. Our limited-edition Carlsberg tees were curated with the thought of keeping the excitement and frenzy for football where they can continue to cheer for their favourite teams. We want to encourage their celebratory football moments at home whilst sombre, yet imbue excitement with our limited-edition series and exclusive merchandise.”, she added.

Running from June onwards, consumers who purchase a carton (24-can pack) of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew will instantly redeem a Free Carlsberg Football Tee, which comes in 4 collectible designs, inspired by four country flags. There will also be a chance to win the weekly prize of RM200 Touch 'n Go eWallet credit and be in the running to win the Grand Prize of RM10,000 cash. Grab this opportunity for your supermarket and e-commerce (Shopee or Lazada) purchases hypermarket purchases at participating outlets nationwide and submit your receipts online.

Refresh and grab a beer from your nearest convenient store and you might be in the running for the RM10,000 cash prize! Buy RM20 worth of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew. Stand a chance to WIN the Grand Prize of RM10,000 cash or a football tee. The Carlsberg football tees are limited and while stocks last only, so be sure not to miss the opportunity!

Visit www.probablythebest.com.my to find out more about ongoing promotions by Carlsberg. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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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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Carlsberg 推出限量版 CHEERS TO FOOTBALL 系列向足球迷致敬

Carlsberg 向全国足球迷和啤酒爱好者举杯，通过足球促销准备了丰富奖品及 10,000 令吉现金等您来赢取

（莎亚南 3 日讯）马来西亚 Carlsberg 展开第三个 CELEBRATE 主题系列，并亮相限量版 CHEERS TO FOOTBALL 包装，致敬足球迷以热情为足球注入活力！仅在有限的时间内登场，这些值得收藏的 Carlsberg Danish Pilsner 及 Carlsberg 顺啤（Smooth Draught）足球主题罐装和瓶装上写着“By Appointment To The Football Fans of Malaysia”（马来西亚足球迷认证）。此活动象征 Carlsberg 对足球的长期支持，也向足球迷表示敬意，他们把足球俱乐部的忠诚放在一旁，团结一致组织世界上最大的足球家庭！

除了以 CHEERS TO FOOTBALL 包装赞扬充满热情的马来西亚足球迷，Carlsberg 也准备了丰富奖品来奖励消费者，包括限量版足球衣、足球 T 恤、200 令吉 Touch 'n Go eWallet 电子现金，还有大奖 10,000 令吉现金等着 30 位幸运儿来赢取！在家享受球赛时来点冰冷的啤酒，并看看 Carlsberg 从 6 月起在有参与商店所进行的促销。

马来西亚 Carlsberg 集团市场总监柯诺琳表示：“足球能够让人们团结起来，尤其是在世界锦标赛的时候，球迷、家人、朋友、同事及社群都一同关注赛事。Carlsberg 致力于把独特体验带给啤酒爱好者和粉丝们，不管是聚在一起或分隔两地的观看比赛。Carlsberg 一直以来都力挺全球的足球迷，以欢庆让我们同聚在一起的团结与热情，就像对啤酒的钟情一样。”

她补充：“秉持追求更好的承诺，Carlsberg 为了在这非常时期帮助球迷振作精神，而推出了 CHEERS TO FOOTBALL 包装系列欢庆忠诚的足球迷，就算被距离隔开，他们始终对足球执着热情。我们的限量版 Carlsberg T 恤考量了球迷的兴奋和狂热而打造，让他们能够继续为自己喜爱的球队打气助威。我们想在这低潮期鼓励他们在家欢庆精彩足球时刻，同时以我们的限量版包装和独家商品振奋人心。”

从 6 月起至 7 月，购买一箱（24 罐装）Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew 的消费者可立即换取一件免费 Carlsberg 足球衣，其中有 4 种款式，而设计灵感取之于 4 个国家的旗帜。除此之外，消费者还有机会赢取 200 令吉 Touch 'n Go 电子现金的每周奖品，以及大奖 10, 000 令吉现金。把握这机会，在全国有参与的超级市场、霸级市场及网购平台（Lazada 或 Shopee）购买 Carlsberg 产品后，并上网提交收据。

从邻近的便利店购买啤酒清新一番，并有机会赢取 10, 000 令吉现金！购买价值 20 令吉的 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew，并有机会赢取大奖 10, 000 令吉现金或一件足球衣。该 Carlsberg 足球衣数量有限，送完即止，所以万万不要错过！

浏览 www.probablythebest.com.my 以发掘更多关于 Carlsberg 正在进行的促销。在脸书及 IG 点赞并跟随 @CarlsbergMY 以知晓 Carlsberg 最新活动及好康。

更多咨询，请联络：

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