

ASAHI BRINGS BEER LOVERS ON A JOURNEY TO 'DISCOVER TOKYO'

Japan's No.1 beer brings Tokyo to Malaysians by unveiling the Japanese passion for perfection and innovation through food, art, fashion and lifestyle in nationwide promotion.

Shah Alam, 2 August 2021 – Asahi Super Dry launches 'Discover Tokyo' campaign, bringing beer lovers on a journey to discover different facets of Tokyo from food, art, fashion to lifestyle. These cultural insights reflects the same passion towards precision in quality and innovation, which is at the heart of Asahi and from which Japan's no.1 beer, Asahi Super Dry was created. Running from July till September 2021, Asahi's Discover Tokyo promotion will also offer beer lovers a chance to win a Sony PlayStation 5!

"Since we cannot travel during this Covid-19 pandemic period, we bring Tokyo to Malaysians, through Asahi's 'Discover Tokyo' campaign which offers a cultural insight to the food, art, fashion to lifestyle scenes of Tokyo so that Malaysians can immerse into Japan virtually. Asahi partnered with an award-winning production company to create a series of videos to highlight the elements of Japanese creativity, simplicity, style and adventure. These cultural insights into Tokyo delivers a clear link to our brand where precision as well as excellence in quality and innovation meet.", said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

Asahi Super Dry is brewed with precision to the highest quality standards, to deliver a dry, crisp taste and quick, clean finish termed Karakuchi. Beer lovers can refresh with an ice-cold Asahi Super Dry at home and go on a journey to 'Discover Tokyo' on www.asahidiscovertokyo.com.my. Watch a series of videos as Asahi gains insider access interviewing Japanese individuals who showcase their pursuit for perfection through art (bonsai), fashion (Kimono), food (3D printed food) and lifestyle (Omotenashi) - unique qualities of Japan.

From now till 30 September 2021, every RM20 purchase of Asahi Super Dry from participating supermarkets, hypermarkets, convenience stores and e-commerce sites (Shopee, Lazada, Pandamart & Potboy) in a single receipt entitles you to 1 entry to be in the running of winning a Sony PlayStation 5.

Stay tuned for the latest promotions or giveaways by Japan's no.1 beer, Asahi Super Dry when you 'Like' and 'Follow' @AsahiMY on Facebook and Instagram. Visit www.asahidiscovertokyo.com.my for a virtual Tokyo experience.

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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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ASAHI 带啤酒爱好者一起 DISCOVER TOKYO，发掘东京另一面

日本第一啤酒把东京带给大马人，展示日本人对食品、艺术、时装和生活方式的精益求精与创新精神，并展开全国促销。

（莎亚南 2 日讯）Asahi Super Dry 展开 Discover Tokyo 活动，带啤酒爱好者发掘东京食品、艺术、时装和生活方式不同的一面。这些文化洞察同样反映了对品质和创新的精心，也就是 Asahi 的核心，诞生了日本第一啤酒 Asahi Super Dry。从 2021 年 7 月至 9 月，Asahi 的 Discover Tokyo 促销也将让啤酒爱好者有机会赢取一台 Sony PlayStation 5！

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“既然我们无法在疫情期间出游，我们就把东京带给大马人，通过 Asahi 的 Discover Tokyo 活动献上东京食品、艺术、时装和生活方式的文化洞察，让大马人以虚拟方式沉浸在日本。Asahi 与一家曾经获奖的制作公司合作打造一系列影片，展现日本创意、简约、风格和冒险的元素。这些对东京的文化洞察与我们的品牌有着明确的联系，都结合了精心、卓越品质和创新。”

Asahi Super Dry 以严格管理精心酿造而成，只为传递干爽、新鲜、利落的辛口感，即是 Karakuchi。啤酒爱好者可在家享用冰冷的 Asahi Super Dry 时登入 www.asahidiscovertokyo.com.my 来一趟 Discover Tokyo 之旅。观看 Asahi 走入幕后访问几位日本人物在艺术（盆栽 bonsai）、时装（和服 kimono）、食品（3D 食品打印）及生活方式（Omotenashi）展现精益求精的一系列影片，感受日本独特品质。

从即日起至 2021 年 9 月 30 日，在有参与的超级市场、霸级市场、便利店及网购平台（Shopee、Lazada、Pandamart 及 Potboy）凭单张收据购买 20 令吉 Asahi Super Dry，即可获得 1 次参赛资格赢取一台 Sony PlayStation 5。

在脸书和 IG 点赞及跟随 @AsahiMY 留守日本第一啤酒 Asahi Super Dry 的最新促销或好康。浏览 www.asahidiscovertokyo.com.my 来一趟虚拟东京体验。

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