

FOR IMMEDIATE RELEASE

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Last Chance to Grab Carlsberg's Exclusive CNY Rewards

Carlsberg calls on all beer lovers to hurry and get their hands on exclusive CNY 'Coming Together for a Smoother Year' rewards, with only a few days left to go

SHAH ALAM, 4 February 2022 – Numerous lucky winners from all around Malaysia have walked away with big smiles and cheers as they claimed their share of winnings from the Carlsberg's 2022 Chinese New Year (CNY) campaign themed, 'Coming Together for a Smoother Year' rewards programme. Now, as the clock ticks down, Carlsberg is making a resounding call to all beer lovers to head out and quickly try their hand at winning the remaining prizes before the campaign period ends on 6 February 2022.

This year's CNY campaign revolves around bringing friends and family together to celebrate 'smoothness' and 'longevity'. This is why the brewer has put together a rewards programme that delivers not just exclusive, collectible merchandise, but an array of significant monetary prizes to spread abundance, prosperity and positivity this festive season.

An avid Carlsberg drinker, Wong Soon Seong, enjoys a few bottles of beer with his friends every day. Upon winning his Ang Pau, Wong commented: "I always love participating in Carlsberg's contest and I am super excited that I won such an amazing prize. Since my friends also contributed to the win, I will be using my Ang Pau to buy more Carlsberg so that my friends and I can enjoy it and celebrate CNY together."

Those looking to score themselves the RM888 Touch 'n Go e-Wallet credits, or for those in East Malaysia, GrabPay credits, will need to head to their favourite bar and enjoy a tower, two buckets of six full pints, 10 half pints or 10 mugs of Carlsberg Danish Pilsner or Carlsberg Smooth Draught. They will then need to scan the assigned QR code and upload their receipts, and they could just be amongst one of Carlsberg's 25 weekly lucky winners, so be sure to participate!

Diligently checking the flip side of Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew bottle caps could also prove fruitful. If consumers are out to meet friends or dine in with their family at their regular food court or coffee shop, they should throw in a few big bottles of these favourite brews into the mix because they might just walk away with one of the 6,000 Ang Pau's ready to be won.

Loyal Carlsberg drinker Phuah Kah Heng, who won on his first ever attempt participating in a Carlsberg CNY contest, said: "I'm very excited to be one of the lucky winners on my first try. With this RM888 Ang Pau, I plan to buy even more Carlsberg and celebrate with my friends."

With only a few days left to go, the race is on for beer lovers to get as many rewards as possible including Carlsberg loyalists over in East Malaysia. Shoppers who purchase any one carton of



Carlsberg Danish Pilsner or Carlsberg Smooth Draught plus a carton of any premium brands, will be rewarded with a sleek and modern Neoflam glass container set worth RM118, which comes in a set of two, measuring 470ml and 800ml. Not only are they heat-safe and thermal shock resistant; these containers are also airtight and leak proof.

With many more rewards still up for grabs, Carlsberg fans can enjoy even more 'smoothness' and 'longevity' this CNY by drinking their favourite beer when they are out or by stocking up on limited-edition Carlsberg Danish Pilsner and Carlsberg Smooth Draught.

For more information on all ongoing Carlsberg's Chinese New Year promotions and events, visit <https://www.carlsbergcny.com.my>. Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates!

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don't drive – #CelebrateResponsibly.

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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are 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 Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at www.carlsbergmalaysia.com.my

抓住最后机会赢取 Carlsberg 农历新年独家奖励

Carlsberg “酒违相逢，齐庆顺年”新春活动即将在 2 月 6 日即止，啤酒爱好者得赶快行动赢取独家奖励

（吉隆坡 4 日讯）为了欢庆农历新年的到来，Carlsberg 展开了“酒违相逢，齐庆顺年”促销活动，在该活动的奖励计划下，全马各地涌现出了多位幸运儿，满脸笑容地领走他们所赢取的奖励，嘻嘻哈哈过好年。随着促销活动的时钟滴答作响，Carlsberg 催促啤酒爱好者赶紧在 2022 年 2 月 6 日前，把握机会尝试赢取剩下的奖品。

Carlsberg 今年的农历新年促销活动，旨在齐聚亲朋好友，一起迎接一帆风顺，福寿安康的一年。因此，该酒商精心策划了一项奖励计划，为消费者准备了值得收藏的独家礼品，以及金钱奖品，带来富贵吉祥，大吉大利，正能量满满的佳节气息。

身为 Carlsberg 忠实饮者的黄顺雄每天与好友共享几瓶啤酒的他，在赢取红包的那一刻表示：“我一向来都积极参加 Carlsberg 有奖竞赛，而如今能够赢取这么棒的奖品，真的让我兴奋不已，看在我朋友也有做出贡献的份上，我会利用这封红包，购买更多 Carlsberg 跟朋友一起畅饮，共庆农历新年！”

想赢取 888 令吉 Touch 'n Go e-Wallet 电子现金的朋友，或欲赢取 GrabPay 电子现金的东马朋友，就必须到他们喜爱的酒吧，购买 1 个啤酒塔、2 桶、6 大杯（full pint）、10 小杯（half pint），或 10 杯（mug）Carlsberg Danish Pilsner 或 Carlsberg 顺啤，随后扫描指定二维码，上传收据，即有机会被 Carlsberg 选中为每周 25 位幸运儿之一，所以万万别错过这千载难逢的机会！

消费者在常去的美食中心或咖啡店，无论与好友见面，或与家人用餐，不妨来几个大瓶装 Carlsberg Danish Pilsner、Carlsberg 顺啤及 Carlsberg Special Brew，因为它们或许能够让您赢取 6 千封红包之一，只需查看瓶盖底部，您就有可能成为其中一位幸运儿。

另外一位 Carlsberg 忠实饮者，也是第一次参加 Carlsberg 农历新年有奖竞赛就获胜的他说道：“真的很高兴，没想到第一次尝试参加 Carlsberg 有奖竞赛，就能成为其中一位幸运获胜者。有了这封 888 令吉红包，我打算购买更多的 Carlsberg，跟我的朋友一起庆祝佳节！”

各位啤酒爱好者，包括东马的 Carlsberg 忠实粉丝，应该把握最后这几天的时间，全力以赴赢取各种丰富奖励。购买任何一箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，加上任何一箱高端品牌（Somersby、1664 Blanc 白啤/1664 Rose 桃红啤酒、Connor's 或 Asahi）的消费者，即可兑换一套价值 118 令吉时尚且现代的 Neoflam 玻璃收纳盒，一套共有两盒，容量分别为 470 毫升及 800 毫升，不仅耐热、抗热震，而且气密及防漏。



Carlsberg 迷在外畅饮他们最爱的啤酒，或办年货时购买限量版 Carlsberg Danish Pilsner 和 Carlsberg 顺啤，还可获得各种奖励，可谓新年好预兆，开启一帆风顺，福寿安康的一年！

更多关于所有正在进行的农历新年促销活动的详情，请浏览 <https://www.carlsbergcny.com.my>。记得点击 www.facebook.com/CarlsbergMY 按赞追踪 CarlsbergMY 脸书专页，以获得最新资讯！

当然，为了生活安全、责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

-完-

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Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don’t drive!

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