

FOR IMMEDIATE RELEASE

Press Statement 21/2022

17 June 2022

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Carlsberg Malaysia Celebrates Probably the Most Memorable 175th Birthday with Group CEO Cees 't Hart

SHAH ALAM, 17 June 2022 – Year 2022 is Probably the Most Memorable Year for the employees and friends of Carlsberg Malaysia as one of the leading brewers in the world – Carlsberg celebrates its 175th birthday globally.

To commemorate this milestone, Carlsberg Group Chief Executive Officer Cees 't Hart visited the Malaysia operations to also celebrate the 50th anniversary of the first Carlsberg Danish Pilsner manufactured locally in the Shah Alam brewery. Carlsberg Malaysia is the first brewery built outside of Copenhagen, Denmark.

Evolving from a global flagship brand to *Probably The Best Beer in the World* – Carlsberg Danish Pilsner, the operations in Malaysia has also innovated its brew and drinking experience with two quality brews, namely Carlsberg Smooth Draught that is brewed longer for its signature smoothness and the strong and full-bodied malty lager, Carlsberg Special Brew, offering a perfect pint of beer for every beer lover at any occasions.

Reiterating its commitment to deliver *Probably The Best* drinking experience, the brewer has also refreshed the identity and upgraded the packaging of both Carlsberg Danish Pilsner and Carlsberg Smooth Draught in 2019 and 2021 respectively, making it a progressive brand that *Just Keeps Getting Better – 175 years today and years ahead.*

“Malaysia is one of the key growth drivers in Asia for the Group. I’m very proud that Carlsberg Malaysia is agile, resilient and safely navigated the storm and emerged stronger than ever, throughout the pandemic. The second half of the year poses three main challenges – the uncertainties of COVID-19, impact from the war in Ukraine and the growing global inflation. I have full confidence that, together with our customers, partners and employees, Carlsberg Malaysia will continue to brew for a better today and tomorrow,” said Hart, making his first visit in Asia after the travel restrictions are lifted in Malaysia.

Confidence over the growth opportunities in the country and proving the Group’s long-term commitment to invest in Malaysia, the Carlsberg Group has set aside a capital expenditure (CapEx) of RM110 million to upgrade its Shah Alam brewery, the largest investment the local brewer has made in 30 years. This investment is set to modernise its production facilities to deliver higher efficiency and enable greater flexibility in packaging options as well as sustainability performance in energy, water and waste management.

While it has been tough for Carlsberg Malaysia, given that the brewer’s operations were suspended for 122 days due to the COVID-19 lockdowns in 2020 and 2021, it recognises and acknowledges that its People are the backbone of its success.

In *Leading with Care* and building a *Diverse and Inclusive Culture*, the brewer had placed great emphasis on safeguarding its people and the development of its talents. Some of these efforts include accelerating the vaccination programme of the entire workforce last year, mandatory weekly swab test, as well as exporting five of our local talents to three countries (Hong Kong, Singapore and



Cambodia) last year, and ensuring that policies and practices are catered to support employees who had family and personal commitments.

Guided by its Purpose of Brewing for a Better Today and Tomorrow, Carlsberg Malaysia has evolved from its sustainability programme to implement a more inclusive environmental, social and governance (ESG) priorities.

To-date, Carlsberg Malaysia remains as a counter of note within FTSE Russell's FTSE4GOOD Bursa Malaysia (F4GBM) Index and achieved a Morgan Stanley Capital International (MSCI) ESG ratings of "AA".

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Contacts

Media Relations: Wong Ee Lin +603-5522 6404 eelin.wong@carlsberg.asia

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.

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 featuring 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 craft beers Brooklyn Brewery and Jing-A. Our local brands include SKOL, Royal Stout 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. #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

马来西亚 Carlsberg 集团于 CEO 郝瀚思共庆堪称最难忘的 175 周年庆

（**莎亚南 6 月 17 讯**）世界领先的酿酒商之一 Carlsberg 在全球欢庆 175 周年，为马来西亚 Carlsberg 集团的员工和朋友的 2022 年带来堪称最难忘的一年。

为了欢庆这个里程碑，Carlsberg 集团首席执行官郝瀚思（Cees 't Hart）参访了马来西亚 Carlsberg，同时庆祝莎亚南酒厂本地酿造的第一个 Carlsberg Danish Pilsner 之 50 周年。马来西亚 Carlsberg 是该酒商首个在丹麦哥本哈根以外的酒厂。

从全球旗舰品牌升华为“堪称全球最佳啤酒”的 Carlsberg Danish Pilsner，也获得大马 Carlsberg 为该啤酒和饮酒体验的创新，酿造了两款优质啤酒，即为其著名顺滑口感而酿制较久的 Carlsberg 顺啤（Smooth Draught），以及麦芽味浓郁的香醇啤酒 Carlsberg Special Brew，随时随地为每一位啤酒爱好者献上完美的啤酒。

秉持提供堪称最佳饮酒体验的承诺，该酒商在 2019 年和 2021 年分别为 Carlsberg Danish Pilsner 和 Carlsberg 顺啤刷新形象、更新包装，体现了积极上进的品牌，从 175 年前至今一直到未来，不断精益求精、追求更好的精神。

随着马来西亚重新开放边境后首次到访亚洲的郝瀚思表示，“马来西亚是本集团在亚洲的关键增长动力。让我感到非常光荣的是，马来西亚 Carlsberg 在疫情期间，展现了敏捷性和韧性，安全地度过时艰，变得比以往更强大。今年下半年，我们将面临三个主要挑战——新冠疫情的不确定性、乌克兰战争的影响，以及全球通胀的加剧。我完全有信心，在我们的客户、伙伴和员工的伴随下，马来西亚 Carlsberg 将继续酿造更美好的今天和明天。”

为了证明该集团对大马的发展机会充满信心、在大马长期投资的承诺，Carlsberg 集团将拨出 1.1 亿令吉的资本支出（CapEx）升级其莎亚南酒厂，这也是该酒商 30 年以来最大的投资。有关投资将现代化其生产设施并提高效率，也在包装方面提供更大的灵活性，以及提高在能源、水、污染物排放控制的可持续发展表现。

在 2020 年和 2021 年的新冠疫情封锁措施下，马来西亚 Carlsberg 集团停运了 122 天，尽管这段期间不容易，该酒商始终认可其员工是让企业成功的主要支柱。

致力于用心引领、营造多元包容文化，该酒商一向来高度重视员工维护、人才发展，在这方面的努力包括：去年加快全体员工疫苗接种计划、强制每周筛检、派出 5 位大马人才到香港、新加坡和柬埔寨，以及确保所有政策和实践有力辅助到有家庭与个人事务承担的员工。

在“酿造更美好的今天和明天”宗旨的指引下，马来西亚 Carlsberg 集团也提升了其可持续发展计划，以实施更具包容性的环境、社会和治理 (ESG) 优先事项。

马来西亚 Carlsberg 集团至今仍然是马来西亚交易所社会责任（F4GBM）指数的成分股，也受明晟（MSCI）给予 AA 级的 ESG 评级。



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联络方式

媒体公关: 黄玉玲 Wong Ee Lin +603-5522 6404 eelin.wong@carlsberg.asia

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