

FOR IMMEDIATE RELEASE

Press Statement 06/2024

08 February 2024

Page 1 of 2

RM20.5 Million raised in Support of Better Education and the Environment

SHAH ALAM, 08 February 2024 – Carlsberg Malaysia's flagship community engagement programme - Top Ten Charity Campaign (Top Ten) has made a heartwarming return after a 3-year hiatus. With encouraging support and generous donations from all involved, it has delivered a meaningful impact to 10 vernacular schools with a total of RM20.5 million education funds raised. True to its mission of *'Brewing For a Better Today & Tomorrow'*, Top Ten has not only extended its reach to Sabah, but also reinforces the Company's pledge to supporting education and climate action in line with the UN Sustainable Development Goals (UNSDG).

"We are humbled and touched by the overwhelming generosity of the community, and the achievement would not have been possible without the contributions of our communities who have demonstrated their passion for education and the environment. It is a testament to the power of collective action and underscores our shared dedication to fostering positive educational change. We are truly moved by what can be accomplished when people come together for a better today and tomorrow," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Going beyond quality education, another significant highlight this year was Carlsberg Malaysia's bid to champion environmental consciousness and promote sustainability education. To achieve this, the brewery partnered with Zero Waste Malaysia (ZWM) to raise awareness of the significance of waste management and foster positive change towards a cleaner and greener environment in schools via talks conducted in all 10 schools.

"We constantly pursue perfection in brewing, and strive to innovate in our way of engaging with our communities by expanding and elevating the Top Ten campaign," added Clini. "Through this initiative, we aim to empower local communities through education and raise awareness about the importance of environmental sustainability. We strongly believe that with education and awareness, we can create a more environmentally conscious and socially responsible future generation, one that is built on a foundation of sustainable practices and responsible stewardship of the environment."

A standout achievement from the recently concluded charity drive was SJKC Sin Ya in Penang, with a staggering RM7.8 million raised to expand facilities and build infrastructure for the school. It is, to date, the largest amount of proceeds raised in a single charity concert in Top Ten history. Another encouraging result was the two schools in Sabah, SJKC Syn Hua and SJKC Lahad Datu Middle School, which collectively raised RM1.8 million.

According to Beh Khoon Seng, Principal of SJKC Sin Ya, Penang, "Top Ten is an exceptional platform that has succeeded in bringing together compassionate individuals to make a significant impact on education. It provided us with much-needed support and resources throughout the fundraising

activities. It has also gone a step further by inspiring students to become aware of the importance of environmental protection and our teachers to instil environmental consciousness in their teaching.”

“Top Ten’s unwavering assistance to our school has been truly inspiring. Their support in raising awareness and coordinating efforts has helped us surpass our goal of RM600,000, raising a significant amount of RM1,111,111.11. The success of the event demonstrates the power of community support. We are confident that our grassroots school will continue to thrive and inspire generations to come,” commented Tan Cheng Teng, Chairman of Lahad Datu Chinese Chamber of Commerce, Lahad Datu Middle Schools, Lahad Datu.

Adding to that sentiment, Lim Kim Leong, Principal of SJKC San Yuk, Rawang said, “Our school was able to successfully reach our fundraising goal of improving and enhancing school facilities through Top Ten. We are grateful for the assistance provided by Carlsberg. Their support was instrumental in making the event a success, as it helped us overcome significant logistical and publicity challenges. We are proud to have collaborated with Carlsberg in our fund-raising drive, and we are now able to allocate more resources towards improving school facilities, which will benefit our students .”

Since 1987, Top Ten has contributed to the development of vernacular education in Malaysia through its fundraising platform to support school infrastructure upgrades, educational assets and programmes. Over the past 37 years, the initiative has raised a remarkable sum of RM568 million, benefiting a total of 684 schools across the country.

As the Top Ten Charity Campaign continues, Carlsberg Malaysia invites everyone to join in the cause, emphasising the collective responsibility to create a better today and tomorrow for all.

More information about the Top Ten Charity Campaign can be found at <https://www.toptencharity.com.my/web/>.

– End –

For more information, please scan:





For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Andel Khoo, Corporate & Marketing Activation Assistant Manager	+603-55226329	andel.cc.khoo@carlsberg.asia
Wong Ee Lin, Corporate Affairs Assistant Manager	+603-55226414	eelin.wong@carlsberg.asia

Team Continuum PR:

Mandy Sit	+60 18-983 4104	mandy.sit@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. 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. Please #CELEBRATERESPONSIBLY – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my.

马来西亚 Carlsberg 集团“十大义演”筹获 2050 万令吉 为支持改善教育和环境

（莎亚南 2024 年 2 月 08 日讯）马来西亚 Carlsberg 集团旗舰社区参与计划 -- “十大义演”在中断三年后，再次回归。在所有参与者的大力支持和慷慨捐助下，共筹获了 2050 万令吉，为 10 所源流学校留下了深远的影响。秉承着“酿造更美好的今天和明天”的使命，“十大义演”不仅将影响力扩展到了沙巴州，还充分体现了马来西亚 Carlsberg 集团在支持教育和气候行动方面的承诺，与联合国可持续发展目标（UNSDG）保持一致。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 表示，“社会各界的慷慨解囊令我们深受感动，如果没有社会各界的对教育和环境的热情支持，我们不可能取得这出色的成就。当人们为了更美好的今天和明天而团结一致时，所取得的成就确实令我们惊艳。这证明了集体行动的力量，也彰显了我们共同致力于促进积极教育变革的决心。”

除了优质的教育之外，“十大义演”另一重要亮点为马来西亚 Carlsberg 集团努力倡导环境保护意识和推广可持续发展教育。为此，马来西亚 Carlsberg 集团与全国最大环境保护社会团体马来西亚零垃圾协会（Zero Waste Malaysia · 简称 ZWM）携手合作，通过在 10 所学校举办讲座会，提高对废物管理重要性的意识，并促进学校向更清洁、更环保的环境改变。

葛利尼 (Stefano Clini) 补充，“我们不断追求完美的酿造，并通过扩大和提升“十大义演”活动，努力创新与社区互动的方式。我们在这项活动通过教育增强当地社区的能力，提高人们对环境可持续发展重要性的认识。我们坚信，有了教育和意识，我们能创造出更有环保意识和社会责任感的下一代，一个建立在可持续实践和负责任的环境管理基础上的下一代。”

在最近落下帷幕的活动中，檳城大山脚新亚华小的义演成果最为突出，共筹获了 780 万令吉，用于扩建学校设施和建设基础设施。迄今为止，这是“十大义演”史上筹获最多善款的单场义演。此外，沙巴的新华小学和拿笃中学也取得了骄人的成绩，合共筹得 180 万令吉。

檳城大山脚新亚华小校长马绅涵表示，“作为十分非凡的平台，‘十大义演’成功凝聚了爱心人士，给教育界带来重大积极影响。通过筹款活动，‘十大义演’有力为学校提供了急需的支持和资源。此外，这一平台还进一步激发了学生对环境保护重要性的认识，并鼓励教师在教学中灌输环保意识。”

沙巴拿笃中华商会理事长暨拿笃中学永久名誉董事长陈金鼎说道，“‘十大义演’对本校坚持不懈的协助，确实令人鼓舞。在他们对提高意识、协调工作方面的努力下，本校超越了 60 万的筹款目标，筹获了 1,111,111.11 令吉的巨额。‘十大义演’的成功，彰显了社会各界力挺的齐心力量。有了这份持续帮助，我们有信心本校将有力发展不断，激励子孙后代。”



雪兰莪万挠三育华小校长林禁良表示，“借力‘十大义演’平台，本校成功达成了改善和提升校园设施的筹款目标。这项活动取得了巨大成功，我们衷心感谢 Carlsberg 所给予的帮助。他们的支持是让这项活动办得成功的关键，也帮助我们克服了庞大后勤、宣传工作的挑战。我们很荣幸能够与 Carlsberg 在这项活动中合作，有了他们的帮助，我们能够为校园设施改善分配更多资源，让学生受益匪浅。”

自 1987 年以来，“十大义演”为我国源流教育发展做出积极贡献，所筹集的善款用于校园基础设施升级、教育资产和项目支持。过去 37 年来，“十大义演”已筹获了总计 5.68 亿令吉的善款，造惠全国 684 所学校。

在“十大义演”继续前行的势头下，马来西亚 Carlsberg 集团诚邀各位携手推进这项事业，以共同责任为动力，创造更美好的今天和明天。

更多关于“十大义演”的资讯，敬请浏览 <https://www.toptencharity.com.my/web/>。

-完-

更多资讯，请扫描：



任何询问，请联络：

联络方式
媒体公关：

马来西亚 Carlsberg 集团：

企业与市场活动策划副经理 许仲强 (Andel Khoo)	+603-55226329	andel.cc.khoo@carlsberg.asia
企业事务副经理 黄玉玲 (Wong Ee Lin)	+603-55226414	eelin.wong@carlsberg.asia

Continuum PR 公关公司：

Mandy Sit	+60 18-983 4104	mandy.sit@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews



including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. 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. Please #CELEBRATERESPONSIBLY – if you drink, don't drive!

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