

FOR IMMEDIATE RELEASE

Press release 02/2016

29 January 2016

Page 1 of 2

30 years of supporting the Chinese education Top Ten Charity Campaign is open for application

Kuala Lumpur, 29 January 2016 — Carlsberg Malaysia has been championing the development of the Chinese education and schools through its flagship corporate social responsibility (CSR) project, Top Ten Charity Campaign (Top Ten) for 3 decades now. Perseverance towards quality education and dedication to support the Chinese community kept the brewer going from strength to strength in sponsoring the fund-raising platform since its inception.

At a press conference held at the KL Pavilion KL, Carlsberg Malaysia announced that Top Ten is now open for school's application and promises to reach out to more schools whether in big cities or small towns. With relentless support from members of the Chinese schools and generous donation from members of the public, Top Ten holds two listing in the Malaysia's Book of Records, for being the 'Longest-Running' and 'Highest Funds Raised' Chinese charity concert in Malaysia.

"Over the years, Carlsberg Malaysia has sponsored approximately RM50 million in funding the production, operation and management of Top Ten. Together with the support from various parties, the fund-raising platform have accumulated a school-building fund over RM450 million for 625 Chinese schools and educational institutions," Henrik Juel Andersen, Managing Director of Carlsberg Malaysia shared in his opening message.

"I am most impressed with the variety of co-curriculum and cultural activities that are being embraced by Malaysian students. These would impart important values and help the students to develop in a very holistic manner. I couldn't agree more with the late Nelson Mandela's saying and I quote "Education is the most powerful weapon which you can use to change the world", Andersen added.

In conjunction to press conference, Carlsberg Auspicious Bamboo made a special appearance to spread Chinese New Year festivities to guests and shoppers. Impressively located at the Centre Court, Carlsberg Auspicious Bamboo illustrated the seven icons that matter the most in life, *Fortune, Health, Bonus, Luck, Business, Friendship* all to make up "*Probably the Best Year*". Standing at 10 feet height and 8 feet wide, the icon received countless camera flashes and drew in a beeline queue for a chance to tap a beer!

Top Ten Charity Campaign is not only an established fund raising platform for the development of local Chinese education and schools, but also a great avenue to promote local singers in the music scene. Local artistes are given the chance to perform in front of live audiences which will train their

showmanship and put their vocal cords to the test. Top Ten's 30th Anniversary was off to a good start as students from SRJK (C) Sentul entertained guests with a Chinese drums performance and a performance by Changing Faces, filling audiences with a wave of emotions.

More information about the Top Ten Charity Campaign could be found on www.toptencharity.com.my.

For further enquiries, please contact:

Kent Lim
Marketing Activation Executive

D/L: 03-5522 6290

kent.lim.kw@carlsberg.asia

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, Somersby, Asahi Super Dry 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 .