

# FINANCIAL RESULTS

## Q2/1HFY22



**Analyst & Press Briefing**

Friday, 19 Aug 2022



OFFICIAL BEER PARTNER

CELEBRATING

# 30 YEARS

TOGETHER



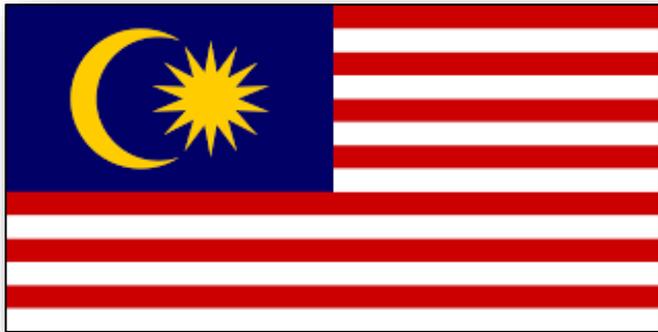
# Double Celebrations

Carlsberg's 175<sup>th</sup> Birthday & 50<sup>th</sup> anniversary of the first Carlsberg beer brewed in Malaysia



# Normalised Operations & Economic Recovery

1HFY21 – MY operations suspended for 75 days from 12 May 2021 until 15 August 2021



**Malaysia** – Revenue

**+47.2%**

RM883.2mil

Profit from Operations

**+91.6%**

RM191.9mil



**Singapore** – Revenue

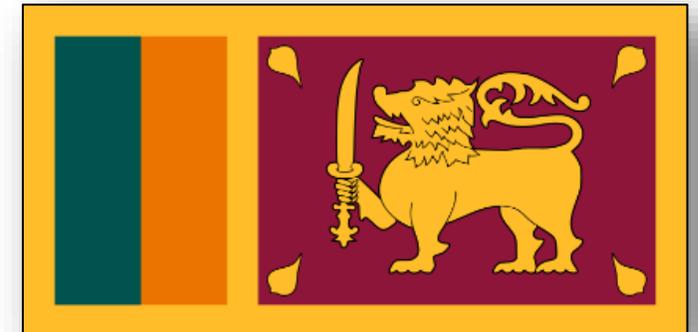
**+22.7%**

RM344.9mil

Profit from Operations

**+63.0%**

RM47.4mil



**Sri Lanka** – Higher share of profit of RM8.2 million in 1HFY22 post-COVID-19 recovery, despite a one-off surcharge tax expense of RM3.7 million.

Higher earnings were mainly driven by stronger Chinese New Year (CNY) sales, reopening of economic activities and the lifting of interborder travel restrictions.



# Satisfactory Top and Bottomline Growth

Q2FY22 – Increased sales contributed by undisrupted operations and on-trade consumption

| 2022               |                                   |                                   |
|--------------------|-----------------------------------|-----------------------------------|
| Results            | Q2'22<br>(RM million)<br>Y-O-Y    | 1HFY22<br>(RM million)<br>Y-O-Y   |
| Revenue            | ↑ 574.2<br>+64.4%                 | ↑ 1,228.1<br>+39.4%               |
| Net Profit         | ↑ 88.9<br>+139.5%                 | ↑ 180.5<br>+74.3%                 |
| EPS ( <i>sen</i> ) | 29.09<br><i>vs. 12.15 in 2021</i> | 59.05<br><i>vs. 33.88 in 2021</i> |

- ✦ The significant growth in both top and bottom-line was contributed by undisrupted operations in Malaysia and effective implementation of SAIL'22 strategy.
- ✦ Strong value management in price and channel mix helped to deliver higher profitability and protect margins.
- ✦ The lifting of dine-in restrictions, coupled with the quarantine-free domestic and international travels boosted the recovery of on-trade consumption.

1H'22 vs. 1H'21



# Return to Growth in Mainstream

# +32% in sales

- Positive sales growth driven by on-trade consumption.
- Carlsberg brand CELEBRATED festivals with nationwide Chinese New Year and Harvest promotions, with limited-edition packaging.
- Collaboration with 2 Michelin-starred chef for Carlsberg Smooth Draught's Real Spicy, Real Smooth campaign.



1H'22 vs. 1H'21



# Continued Growth in PREMIUM

# +41% in sales

- Accelerated premiumisation with a better premium mix and launch of new variant – Somersby Passion fruit & Orange.
- Connor's Stout Porter continues to grow, more than doubling its total sales vs same period last year.
- Continued to invest behind premiumisation and innovation.



# Innovations in ALCOHOL-FREE-BREWS

1H'22 vs. 1H'21



# +131% in sales



- Two-fold growth from to lower base against 1HFY21.
- In May 2022, MY operations launched of Somersby Apple 0.0 – our maiden alcohol-free brew (AFB) spurred growth in this category. #RefreshinglyMore
- It is our commitment to promote responsible drinking and offer a growing range of AFBs to our customers and consumers in every country where we operate. #CelebrateResponsibly

# 2<sup>nd</sup> Interim Dividend



|                    | 2QFY22     | 2QFY21    | 1HFY22    | 1HFY21    |
|--------------------|------------|-----------|-----------|-----------|
| EARNINGS PER SHARE | 29.09 sen  | 12.15 sen | 59.05 sen | 33.88 sen |
| DIVIDEND PER SHARE | 22.00 sen* | 10.00 sen | 44.00 sen | 10.00 sen |
| PAYOUT RATIO       | 75.6%      | 82.3%     | 74.5%     | 29.5%     |

\* Equivalent to a total payout of **RM67.3 million**



2022 CNY Campaign

# A Perfect Occasion to toast Prosperity and Smoothness



CNY celebrations came to life at the RexKL featuring art, culture, food and beer.



Joey Yap  
Dato' Joey Yap



Rewarding gifts and prizes to consumers.



Lucky Carlsberg consumers celebrated their RM888 Ang Pau winnings.



# CELEBRATING THE BOUNTIFUL ART AND CULTURE OF THE STUNNING SABAH & SARAWAK



6 limited-edition packaging purely for Sabah & Sarawak only



Exclusive T-Shirt designs to celebrate Gawai and Kaamatan festivals



BY APPOINTMENT TO THE  
ROYAL DANISH COURT

# Carlsberg

RAIKAN KEBANGGAAN  
SABAH & SARAWAK  
SMOOTH DRAUGHT





APRIL - MAY



Real Spicy, Real Smooth contest winners and their partners were treated a VIP-styled gastronomic dinner experience by a Penang-born Chef Mano Thevar of the Michelin-starred restaurant Thevar.



Carlsberg  
SMOOTH DRAUGHT  
Real Spicy, Real Smooth





JULY - OCTOBER



Carlsberg  
GOLF CLASSIC

The Smoothest

Go f

Tournament? Probably.



Official Partners:



Back after a two-year hiatus, avid golfers can finally participate the Carlsberg Golf Classic 2022 which will take place at 32 prestigious golf clubs nationwide.





**AUGUST - SEPTEMBER**



# 6 Legends. 6 Jerseys. 6 Iconic Cans.

❖ Celebrating the longest standing partnership in the Premier League between Carlsberg and Liverpool FC of 30 years.



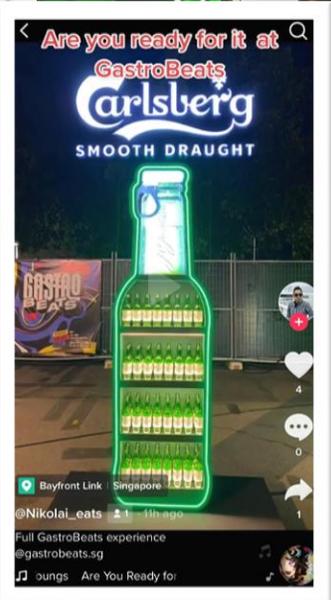
**Carlsberg** |   
OFFICIAL BEER PARTNER

CELEBRATING  
**30 YEARS**  
TOGETHER

❖ On 12 July 2022, contestants were treated to an all-expense paid trip to Thailand to catch the pre-season match between Liverpool FC and Manchester United FC at the Rajamangala National Stadium in Bangkok.

**Carlsberg**  
Malaysia

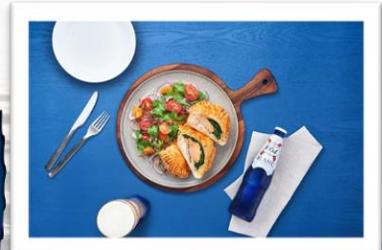
# Carlsberg Smooth Draught pop-up at the 1<sup>st</sup> big-scale outdoor festival – Gastrobeats!





# Bon Appétit-lah

A twist to French & Malaysian gastronomy



GOOD TASTE  
WITH A TWIST

- ❖ *Bon Appétit-lah campaign returns this year with "More Good Taste Dining with a Twist" with French-Malaysian fusion dishes for home-cooked and at restaurants and bars.*
- ❖ *Lucky winner of the Grand Prize of a 3-day, 2-night luxurious staycation for two at RuMa Hotel.*

❖ *The three recipes pairs amazingly with France's No.1 premium wheat beer, 1664 Blanc and the latest addition 1664 Rosé – miam!*



JULY - AUGUST



- ❖ 1664 ROSÉ launched in Singapore.
- ❖ Exclusive 1664 ROSÉ Experience Kit SOLD OUT in e-commerce.
- ❖ *Bringing Good Taste with a Twist to life through our partnership with Michelin Singapore at the Michelin Star Revelation 2022*





# Turning the Singapore Island BLUE with 1664 Blanc @ Gastrobeats; the first outdoor festival since 2019!





**THE PERFECT UNION**  
OF FOUR MALTS, PINTS AND GOOD TIMES



**NEW**  
CONNOR'S  
GLASS

**TASTE THE GOOD TIMES**

# PURCHASE RM50 ABOVE & STAND A CHANCE TO WIN

CONTEST PERIOD: 1 JUNE - 31 JULY 2022

**FIRST PRIZE**  
x12 WEEKLY  
LIMITED EDITION  
CONNOR'S DARTBOARD  
(WORTH RM400)



**GRAND PRIZE** x7 WEEKLY  
MARSHALL ACTON II  
(WORTH RM1299)

SCAN & SUBMIT  
RECEIPT TO JOIN



**JULY - AUGUST**



- ❖ *New glassware with enhanced features available in 250ml and 500ml*
- ❖ *Taller with embossed lettering along one side of the glass and the Union Jack flag at the base*
- ❖ *Limited-Edition Connor's Dartboard Marshall Speaker offered as attractive prizes*

For non-Muslims age 21 years old and above only. Terms & conditions apply. While stocks last. #CelebrateResponsibly





**CONNOR'S**  
STOUT PORTER



— GET A —  
**LIMITED EDITION**  
**GLASSWARE**



**TASTE THE GOOD TIMES**

\*While stocks last. Terms & Conditions apply.

#CELEBRATERESPONSIBLY

**CONNOR'S**  
STOUT PORTER

GENTLE NOTES OF CARAMEL



ROASTED BARLEY

THE GREAT BLEND  
OF FOUR MALTS

COFFEE NOTES

CREAMY HEAD



**TASTE THE GOOD TIMES**

#CELEBRATERESPONSIBLY



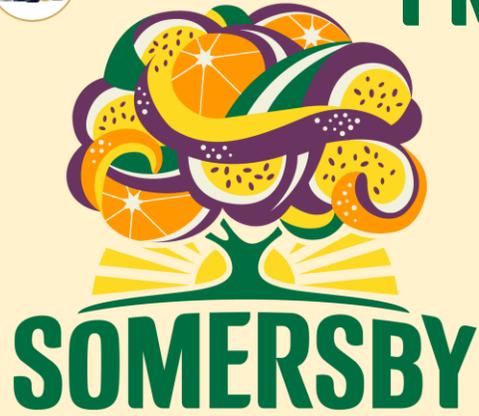
Limited Edition Glassware \*whil... [SHOP NOW](#)



Enjoy dr can



- 🍷 eCommerce promotion - Get a free limited-edition glassware with every purchase two x 4-cans pack.
- 🍷 Positive reviews and sales during St. Paddy's Day promotion.



# PRODUCT LAUNCH OF PASSION FRUIT & ORANGE VARIANT



First Combination Flavour  
Cider in Malaysia

**ALREADY IN STORE  
SINCE MARCH!**



Specially illustrated by  
Malaysia's much loved  
graphic artist Marissa Voo



**NEW**

SCAN, REDEEM &  
**STAND A CHANCE TO WIN**

Promotion Period: 1 Mar - 30 Apr 2022

When you purchase at least 2 x 4-can pack  
(including Somersby Passion Fruit & Orange)

**FREE**  
2 in 1 Reversible  
Passion Fruit &  
Orange Tote Bag

**STAND A  
CHANCE TO WIN**  
4 days 3 nights stay in Sipadan  
Kapalai Dive Resort, Sabah for 2  
pax worth RM8,000 (x 5)

**SOMERSBY**

#CelebrateResponsibly  
For more details age 21 years old and above only. Terms & conditions apply. While stocks last.  
SOMERSBY.COM/MY

**#CELEBRATERESPONSIBLY**

# Somersby Watermelon Cider at Gastrobeats. That's Wonderful!





# KANPAI TO THE NEW YEAR WITH A FRESH START Asahi's CNY LIMITED-EDITION PACKAGING



## 2022 CNY Campaign



- Asahi Super Dry sparks off the New Year with a kaleidoscope of vibrancy that calls for a new perspective in one's way of beginning a new chapter of life
- Introduces limited-edition can and colour-changing glass, inspired by the kaleidoscope.



# CAMPAIGN RUNNING FROM JULY - AUGUST



**Asahi**  
辛口 SENSE TOKYO

**WIN A TRIP TO TOKYO**

[asahisuperdry.com.my](http://asahisuperdry.com.my)



- ❖ An immersive "Discover Modern Tokyo Through Senses" campaign that highlights the vibrancy of the city
- ❖ Introduces a limited-edition colour-changing glass and Asahi Sense Tokyo t-shirt with designs drawing on the concept of neon lights



For 21+ non-Muslims only. T&Cs apply.  
If you drink, don't drive. #CelebrateResponsibly



# CAMPAIGN RUNNING FROM SEPTEMBER - OCTOBER



## SPEND \$30 ON ASAHI & WIN A TRIP TO TOKYO



### SCAN TO PARTICIPATE NOW

Contest Period: 1 Sep - 31 Oct 2022

Carlsberg Singapore Pte Ltd (RC No. 201040959)

For non-Muslims aged 18 years old above only. Terms and conditions apply. While stocks last.

#CelebrateResponsibly

# Asahi

辛口 SENSE TOKYO



Asahi 辛口 SENSE TOKYO

WIN A TRIP TO TOKYO  
SPEND \$30 ON ASAHI

STEP INTO THE 5 SENSES OF TOKYO

- An experiential campaign that aims to transport consumers to Discover Tokyo through their senses
- Lucky winner of the Grand Prize wins a 7-day return trip for 2 to Tokyo!

Asahi 辛口 SENSE TOKYO

WIN A TRIP TO TOKYO!

**GRAND PRIZE**

7 DAYS RETURN TRIP FOR 2 TO TOKYO, JAPAN (WORTH \$10,000)

**SECONDARY PRIZE**

SONY PLAYSTATION 5 (WORTH \$700)

ORDER 3 PINT / ASAHI BUCKET OR TOWER TO QUALIFY

SCAN TO PARTICIPATE NOW

Contest Period: 1 Sep - 31 Oct 2022



# SOMERSBY 0.0 REFRESHINGLY MORE.



AVAILABLE SINCE MAY!



- ❖ Somersby 0.0, our maiden alcohol-free beverage.
- ❖ A #RefreshinglyMore easy-to-drink beverage anytime, anywhere and any way you like!



- ❖ Launch in KK and Kuching



REFRESHINGLY NON-ALCOHOLIC.



# Stable growth despite channel shift to on-trade



**Bon Appétit-lah**  
A twist to French & Malaysian gastronomy

GOOD TASTE WITH A TWIST

STAND A CHANCE TO WIN ELEGANT INDULGENCE

WWW.1664BLANCMALAYSIA.COM PROMOTION PERIOD: 1 MAY - 30 JUN 2022

GRAND PRIZE X 3  
5 STAR HOTEL STAYCATION & DINING EXPERIENCE

FIRST PRIZE X 10  
1664 BLANC FRIDGE

EARN 1 ENTRY WITH EVERY RM30 SPEND OF ANY 1664 BLANC OR 1664 ROSÉ

Shopee Mall

**SOMERSBY 0.0 APPLE SPARKLING DRINK**

11% OFF VOUCHER 25% COINS CASHBACK

FREE x1 SLUSHY MAKER\*\*

NON-ALCOHOLIC

SHOPEE ONLINE EXCLUSIVE NEW LAUNCH

EARN 1 ENTRY WITH EVERY RM30 SPEND OF ANY 1664 BLANC OR 1664 ROSÉ

panda mart

more than 5,000 products delivers within 30 minutes

**Elevate your party!**

up to 18% off

click on link to order

Carlsberg Malaysia PotboyMart

**HAPPY HOUR ALL DAY FRIDAY**

SPEND RM50 GET RM5 OFF in a single receipt

ALL CARLSBERG BEER, CIDER & STOUT

Carlsberg PILSNER

CONNOR'S STOUT PORTER

**THE PERFECT UNION**

OF FOUR MALTS, PINTS AND GOOD TIMES

BUY 8 CAN PACK AND GET 1 FREE GLASS

\*LIMITED TIME ONLY

NEW CONNOR'S GLASS

BUY NOW

#CelebrateResponsibly

For non-Muslims age 21 years old and above only. Terms & conditions apply. While stocks last.

Free 1664 BLANC Cheese board\*

with every purchase of 1664 Blanc 24-can pack

SHOP NOW

24x320ml

12:00 AM

Carlsberg Super Brand Day

Shopee Mall Super Brand Day

**SUPER CARLSBERG SALE**

WIN A TICKET TO SINGAPORE TROPHY 2022 LIVERPOOL FC VS CRYSTAL PALACE

\$10 OFF VOUCHER

TODAY'S PROMO

- VIDEOBARS
- FLASH DEALS
- COINS CASHBACK
- FREE DELIVERY WITH PURCHASE
- REWARDS OF THE DAY
- FRONTIER BRANDS

VOUCHERS SHOP VOUCHERS

Carlsberg Liverpool

Official Beer Partner

DIOGO J.

**WIN All-Expense Paid Trip for 2 to watch Liverpool FC Match LIVE in Bangkok!**

\* All-expense paid, inclusive of flight and 2DIN accommodation

if you drink, don't drive. #CelebrateResponsibly



# Our **NEW ESG Ambition** is an evolution, rather than a revolution of **Together Towards ZERO**

We believe that sustainability is central to our purpose of Brewing for a Better Today & Tomorrow.

Driven by our purpose, we are committed to create meaningful impacts in the areas of environment, social and governance to deliver on our sustainability ambition.



## TOGETHER TOWARDS ZERO & BEYOND



**ZERO**  
Carbon  
Footprint



**ZERO**  
Farming  
Footprint



**ZERO**  
Packaging  
Waste



**ZERO**  
Water  
Waste



**ZERO**  
Irresponsible  
Drinking



**ZERO**  
Accidents  
Culture

Responsible  
Sourcing

Diversity, Equity  
& Inclusion

Human  
Rights

Living By  
Our Compass

Community  
Engagement

# ESG Dashboard – YTD July'22



## ENVIRONMENT



| Thermal             | Electricity        | Carbon Emissions (Scope 1) |
|---------------------|--------------------|----------------------------|
| 18.2 kWh/hl         | 9.4 kWh/hl         | 3.2 kg CO <sub>2</sub> /hl |
| Target 19.4 (-5.8%) | Target 9.4 (-0.4%) | Target 3.3 (-2.4%)         |



**Beer-in-Hand Carbon Footprint**

**-8.4%** (2019 vs. 2015)

2020/2021 results TBC  
Target -30% by 2022 vs. 2015



**Total water usage**

3.5 hl/hl

Target 3.5 (-0.9%)

## SOCIAL



| Drink Driving Incident | #Celebrate Responsibly campaign    | Availability of Alcohol Free Brew |
|------------------------|------------------------------------|-----------------------------------|
| 1                      | 1,001 consumers engaged (BAC test) | 3 In MY & SG                      |
| Target 0               |                                    |                                   |

**ZERO Irresponsible Drinking**

**Age restriction (NEW)** 100% of MY brands (0% SG brands) Target 100% by end 2024

**Responsible consumption** 100% of MY brands (100% SG brands)

**Nutrition info (NEW)** 10% of MY brands (13% SG brands) Target 100% by end 2022



**Communities**

0 No community engagement campaign or activity

**People**

✓ Provision of benefits & LHR policies are in place to support employees' physical & mental well-being



**Lost-Time-Accident**

0 Target 0 [1,299 LTA-free days on 31/7/22]

**Traffic Accident**

3 Target 0 [11 in 2021]

**Life Saving Rules Comm**

✓ Awareness on Life Saving Rules and Safe Driving

## GOVERNANCE



**2022 focuses:**

- Anti-bribery & corruption
- Competition compliance
- Trade sanctions
- Data protection

**Milestones:**

- 100% completion for the mandatory e-learning in Q1 2022.
- Annual awareness campaign on 'SpeakUp' was conducted in July
- Zero case reported on competition, trade sanction and data protection.

## INDICES

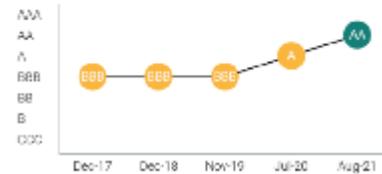


**FTSE4Good**

- Remains one of 34 constituents in FTSE4Good Bursa Malaysia Index.



### ESG Rating history



- Rating: Upgraded to AA from A in Nov 2021 review.

NATURAL

HUMAN; SOCIAL & RELATIONSHIP

FINANCIAL;  
MANUFACTURED;  
INTELLECTUAL



# Prestigious People & Sustainability Awards





# Production facility upgrade is well **ON TRACK**



- Massive upgrade and the Group's biggest investment in 30 years.
- Upgrading works at production plant is well on track
- Target to deliver lower environmental footprint and greater flexibility in packaging innovations
- No delay in supply to the market, despite global supply chain disruption

# Outlook



- Outlook remains cautious due to:
  - Global supply chain disruptions;
  - Escalating commodity prices, further exacerbated by the Ukraine-Russia crisis
  - Rising global inflationary pressures.
- Continued focus on SAIL'22 strategy implementation with:
  - Premiumisation and innovation
  - Value Management Initiatives

