

FOR IMMEDIATE RELEASE

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Celebrating Sabah & Sarawak Pride with Artistic Icons on Carlsberg Special Edition Cans

Carlsberg presents Sabah and Sarawak's special-edition packaging in appreciation of their beautiful heritage, traditions, and natural wonders

SHAH ALAM, 28 March 2022 – Building on the success of its Gawai and Kaamatan Festivals' limited-edition packaging last year, Carlsberg Smooth Draught presents six artistically designed special-edition cans and bottles this year to celebrate the pride of Sabah & Sarawak. The eye-catching mural that perfectly wraps each product centres around bringing people together to appreciate and celebrate the bountiful art and culture of the stunning Borneo islands.

Sporting six unique icons in vibrant colours, the 'Sabah & Sarawak Pride' packaging sublimely accentuates the lush local nature and rich culture in an illustrative composition, showcasing a masterpiece of contemporary art and beer. The creative artworks feature icons such as the Orangutan, majestic mountains and Rafflesia of Sabah and the Longhouse, Hornbill and Sape of Sarawak.

Aptly themed 'Raikan Kebanggaan Sabah & Sarawak', this campaign pays tribute and recognition to the beautiful culture of the natives, extraordinary wildlife, and amazing natural wonders. Available in 320ml cans and 580ml bottles, these iconic Carlsberg Smooth Draught products are made exclusively for Carlsberg consumers in Sabah and Sarawak and will be introduced in three phases through island-wide consumer promotions. The first two designs were revealed in March, followed by another two in conjunction with the coming Gawai and Kaamatan festivals and the final two to be unveiled towards the last quarter of the year.

"Sabah and Sarawak are both well-known for their diverse people, languages, traditions and festivities, so is Carlsberg, a brand that celebrates, and pays homage to that distinction that the locals carry so proudly. Last year, our first-of-its-kind festive cans in conjunction with the Gawai and Kaamatan festivals had such an amazing reception. This year, we wanted to step it up a notch, by rendering some of the most notable local icons into works of art, using our products as the canvas," said Stefano Clini, Managing Director of Carlsberg Malaysia.

Beginning from March until the end of May are exciting consumer promotions that offer beer lovers in Sabah and Sarawak a chance to win a brand-new Samsung A22 worth RM899 when they enjoy RM90 worth of Carlsberg beers at participating bars and pubs in a single receipt. There are also limited-edition t-shirts, which comes in two collectible designs, redeemable at local coffeeshops and food courts with any purchase of 12 big bottles of Carlsberg Danish Pilsner or Carlsberg Smooth Draught.

Customers who purchase any two 6-can pack of Carlsberg Danish Pilsner or Carlsberg Smooth Draught from super and hypermarkets can redeem RM5 GrabPay Credit or if beer lovers prefer purchasing a



carton instead, they will then be able to redeem RM10 GrabPay Credit! Buying any two cans of Carlsberg Danish Pilsner or Carlsberg Smooth Draught in participating convenience stores will also give customers a chance to be in the running to get up to RM88 GrabPay credit.

Start Gawai and Kaamatan celebrations early this year with the special-edition Carlsberg Smooth Draught cans and bottles available exclusively in Sabah and Sarawak only. Visit <https://carlsbergsabahsarawak.com> to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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.

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, 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. #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg 限量版包装 欢庆沙巴和砂拉越之最

Carlsberg 献上沙巴砂拉越限量版包装，致敬两地美丽遗产、习俗和自然奇观

（莎亚南 28 日讯）随着去年推出的达雅节和丰收节限量版罐装反应良好，Carlsberg 顺啤（Smooth Draught）今年推出 6 款艺术感满满的限量版罐装瓶装设计，欢庆沙巴和砂拉越之最。为该产品完美套上这款耀眼设计，旨在让大家欢聚一堂，致敬两地的丰富艺术文化。

该包装以六个独特标志色彩呈现，包括沙巴的人猿、壮丽山色、莱佛士花；砂拉越的长屋、犀鸟和沙贝琴，巧妙地显出当地风光和丰富文化，展现当代艺术遇上现代啤酒的杰作。

以 Raikan Kebanggaan Sabah & Sarawak（欢庆沙巴和砂拉越之最）为主题的这项促销活动，向当地的灿烂文化、非凡的野生生物、令人惊叹的自然奇观致敬。这一系列标志性 Carlsberg 顺啤，以 320 毫升罐装和 580 毫升瓶装出售，专为沙巴和砂拉越的 Carlsberg 消费者打造，并将通过消费者促销，分成三个阶段推出。首两款设计将于 3 月登场，随后的两款将配合达雅节和丰收节亮相，而最后两款将于今年第四季度面世。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“沙巴和砂拉越两地是以多元民族、语言、习俗和节庆闻名的。因此，Carlsberg 作为一个欢庆美好的品牌，诚心的向当地人引以为傲的这一块荣誉致敬。去年，我们配合达雅节和丰收节，推出首创节庆罐装，并获得热烈反应。今年，我们想更上一层楼，并以我们的产品作为画布，转化当地最著名的标志成为艺术品。

各种精彩消费者促销将从 3 月起至 5 月尾，让沙巴和砂拉越啤酒爱好者，凭单张收据在有参与酒吧酒馆享用总价值 90 令吉的 Carlsberg 啤酒，即可享有机会赢取一台价值 899 令吉的全新 Samsung A22 智能手机。另外，在本地咖啡店和美食中心，购买 12 支大瓶装 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，即可兑换限量版 T 恤，共有两款值得收藏的设计。

在超级市场和霸级市场，购买任何两份 6 罐装 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的消费者，即可兑换 5 令吉 GrabPay Credit，而购买一箱的消费者，即可兑换 10 令吉 GrabPay Credit！在有参与便利店，购买任何 2 罐 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，即可享有机会赢取高达 88 令吉 GrabPay Credit。

与沙巴和砂拉越独家出售的 Carlsberg 顺啤限量版罐装瓶装，提早开启今年的达雅节和丰收节！欲知更多促销详情，请浏览 <https://carlsbergsabahsarawak.com>。记得在脸书和 Instagram 点赞跟踪 @CarlsbergMY，以获知 Carlsberg 最新活动和好康。

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



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