

FOR IMMEDIATE RELEASE

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Carlsberg Golf Classic #NEXTGEN Finals Sees an Exciting Showdown of Golf Enthusiasts

The highly energetic, mega-fun tournament crowns its 30th champion after a superb performance on the greens.

KUALA LUMPUR, 27 Oct 2023 – The Carlsberg Golf Classic (CGC) #NEXTGEN tournament, a highly-anticipated affair for devoted golf enthusiasts, delivered an exciting year of 35 golf games brimming with electrifying experiences for both on and off-course players this year. With its grand finale set against the backdrop of the splendid 27-hole championship golf course at the Tropicana Golf & Country Resort, the competition ignited a vibrant tapestry of exceptional skills and performances, as each participant showcased their finest form on the pristine fairways.

Deemed the ultimate amateur golf tournament, the CGC #NEXTGEN which teed off in May, saw 3,600 eager participants compete in 32 golf clubs across Malaysia including three digital legs at golf simulator outlets, as they each vied for a spot at the National Finals. The new virtual edition reaffirms the brand's innovative take in encouraging off-course players to participate in on-course tournaments, transitioning their interest and inspiring the next generation of golfers.

As players took to the greens and displayed top-notch showmanship, the tournament culminated in an explosion of enthusiasm as Nor Azmi Akob clinched the championship title, by shooting 67 against 64 avid players, taking home with him a Fenix 7 Sapphire Solar multisport watch, Stealth KBS Max 85 JV (22) ST 5-9P,S golf clubs, and Talormade 9' FlexTech Waterproof Stand Golf Bag.

Carlsberg brews were also raised in celebration as Gross Winner Gwee Li Jun won a Garmin Marq GPS Smart Watch, a Stealth KBS Max 85 JV (22) ST 5-9P,S golf clubs and Talormade 9' FlexTech Waterproof Stand Golf Bag with a score of 73. Emerging as Gross Winner for two years running, Gwee, 29, said, "This victory has grown my love for the game, and I've gained confidence in my abilities. The CGC #NEXTGEN tournament's growth, with thousands of participants across Malaysia, is fantastic for the development of golf in the country and it creates opportunities for newcomers. Moving forward, I plan to continue improving my game and look forward to the next tournament. This win has only fueled my passion for the sport, and I can't wait to see what the future holds."

Stefano Clini, Managing Director of Carlsberg Malaysia, expressed his excitement, stating, "Today's tee-off presented the ultimate stage for champions to emerge, rewriting the greens with their indomitable spirit and unwavering determination. All participants truly played a great game and to us, this event was a hole-in-one for Carlsberg Malaysia."

"Standing on the edge of a new era in this prestigious tournament, the CGC #NEXTGEN National Finals signifies a turning point, a bridge that connects the rich history of the CGC with a vision for the future. With unwavering support from the Malaysian golfing community, we are committed to making



the CGC bigger and better in the years to come and cannot wait to get started on the next tournament!," Clini added.

Known far and wide as the most anticipated golf tournament to grace the fairways, the mega-fun CGC #NEXTGEN finals wrapped up in true Carlsberg style. Amidst the clinking of Carlsberg glasses, golfers were recognised and celebrated for their remarkable achievements in a tournament marked by exceptional competition and camaraderie.

The Carlsberg Golf Classic #NEXTGEN has been supported by Carlsberg Malaysia's long-standing official partners, Mercedes-Benz, Adidas, TaylorMade, Garmin and SunPlay. Stay tuned for upcoming events and promotions by Carlsberg Malaysia and its portfolio of brews at www.carlsbergmalaysia.com.my or follow us on Facebook at www.facebook.com/CarlsbergMalaysia. As champions of Carlsberg Malaysia's ZERO Irresponsible Drinking ambition, we continue to encourage everyone to **#CELEBRATERESPONSIBLY**, so if you drink, remember, don't drive!

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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. 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 No.1 premium beer Asahi Super Dry, 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.

Carlsberg 经典高尔夫球赛#NEXTGEN 决赛见证高尔夫爱好者精彩对决

活力满满、充满乐趣的锦标赛为果岭上表现出色的优胜者册封第 30 届冠军头衔

（吉隆坡 2023 年 10 月 27 日讯）备受高尔夫爱好者期待的 Carlsberg 经典高尔夫球赛#NEXTGEN（Carlsberg Golf Classic #NEXTGEN，简称 CGC #NEXTGEN），今年共举办了 35 场精彩球赛，为场内的球手带来振奋人心的体验。此赛事在丽阳高尔夫球度假村（Tropicana Golf & Country Resort）的 27 洞锦标赛高球场落下帷幕，各位决赛者在清新球道上突显最佳姿态，以绝妙球技以及特出表现点燃了赛事活力。

堪称终极业余高尔夫球赛的 CGC #NEXTGEN 于 5 月开球，见证了 3600 名热切参赛者在全马 32 家高尔夫俱乐部，以及 3 场室内高尔夫模拟器地点的数码回合赛展开角逐，争夺全国总决赛的席位。全新虚拟版回合赛也体现出了该品牌的创新举措，鼓励场外球手参加场上锦标赛，激发他们的兴趣并为下一代高尔夫球手带来启发。

随着球手们走上果岭展现高超球技，决赛气氛更为紧张热烈，而 Nor Azmi Akob 最终以 67 份的成绩战胜了 64 名球手，夺得冠军头衔，并将 Fenix 7 Sapphire 多功能的太阳能运动手表、Stealth KBS Max 85 JV (22) ST 5-9P,S 高尔夫球杆和 Talormade 9' FlexTech 防水支架高尔夫球包带回家。

Carlsberg 啤酒也在欢庆氛围中举起，因为总杆冠军获得了 Garmin Marq GPS 智能手表、Stealth KBS Max 85 JV (22) ST 5-9P,S 高尔夫球杆和 Talormade 9' FlexTech 防水支架高尔夫球包。29 岁的魏力钧连续两年蝉联总杆冠军，他说：“这次胜利让我更加热爱高尔夫运动，也让我对自己的能力充满信心。CGC #NEXTGEN 锦标赛在马来西亚各地有成千上万的参赛者，它的发展对马来西亚高尔夫球运动的发展非常有利，同时也为新人创造了机会。未来，我计划继续提高自己的球技，并期待下一次的锦标赛。这次夺冠激发了我对这项运动的热情，同时也迫不及待地想知道未来的发展。”

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）高兴地表示，“今天的开球赛是见证冠军诞生的终极舞台，他们以不屈不挠的精神和坚定不移的决心，改写了果岭格局。所有参赛者打出了一场精彩的比赛，对马来西亚 Carlsberg 集团来说，这场赛事有如一杆进洞的完美。”

葛利尼补充，“站在这个高声望赛事的新时代起点上，CGC #NEXTGEN 全国总决赛象征一个转折点，是一座连接 CGC 丰富历史与未来愿景的桥梁。在马来西亚高尔夫界坚定不移的支持下，我们将致力于在未来把 CGC 做得更大更好，我们也迫不及待开启下一届赛事！”

被誉为最受期待的高尔夫球锦标赛，好玩十足的 CGC #NEXTGEN 总决赛以真正的 Carlsberg 风格落幕。在 Carlsberg 酒杯碰撞声中，各位高尔夫球手在这个竞争激烈、友谊热情的赛事中取得了非凡成就，受到认可和赞扬。



Carlsberg 经典高尔夫球赛#NEXTGEN 获得马来西亚 Carlsberg 集团长期合作的官方伙伴 Mercedes-Benz、Adidas、TaylorMade、Garmin、SunPlay 支持。留守 www.carlsbergmalaysia.com.my 以获知马来西亚 Carlsberg 集团与其啤酒品牌组合即将带来的活动和促销，或在 www.facebook.com/CarlsbergMalaysia 跟踪脸书专页。与马来西亚 Carlsberg 集团“零非理性饮酒”的愿景一致，我们继续倡导大家理性饮酒，牢牢记住“酒后不开车，平安到永久！”（#CELEBRATERESPONSIBLY）

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