

FOR IMMEDIATE RELEASE

Press Statement 22/2018

22 June 2018

Page 1 of 6

Join Carlsberg's "Probably The Best Football Beer Game" Ever And Play For Glory!

Grand prize of all-expense paid trip to UK, official autographed football jersey and limited-edition football merchandise to be won!

Kuala Lumpur, 22 June 2018 – Picked your favourite team yet? Well, wait no more and join Carlsberg's "Probably The Best Football Beer Game" this football season! Just visit www.probablythebest.com.my/football to Register, Select your Favourite Team and Make your Predictions to be in the running to win an all-expense paid trip for two to watch a LIVE football match in the UK.

"Probably The Best Football Beer Game", an online interactive game, accessible via mobile and desktop, puts football fans' knowledge to the test during this most anticipated football tournament. Fantastic prizes like an all-expense paid football viewing trip to UK (grand prize), official autographed football jersey (first prize) and limited-edition football merchandise are up for grabs when enjoying Carlsberg, "Probably The Best Beer In The World" and Carlsberg Smooth Draught, "Probably The Smoothest Beer In The World".

That's not all! There are 300 Carlsberg limited-edition "Probably The Best Football Beer Merchandise" kits up for grabs. Each kit contains a full set of merchandise premiums – Jersey, Invertible Umbrella, Bottle and Can Sleeve of a specific country PLUS 1 carton of beer (Carlsberg or Carlsberg Smooth Draught).

For all you footie fans out there, this will be a prized possession that you can treasure as a remembrance! There is Limited-Edition Football merchandise featuring six most revered football nations, namely, Brazil, England, France, Germany, Portugal and Spain to be won!

"Carlsberg has always been passionate about football. Just like our long-standing partnership with the Liverpool Football Club of 25 years as well as our past collaborations with the Premier League and UEFA EURO championships. Dubbed as "Probably The Best Football Beer", we thought what better way to reward our consumers who are football fans with a fun online game and exciting collectible football merchandise as give-aways and money-can't-buy experience to watch a football match LIVE in the UK and have an autographed jersey," said Pearl Lai, Corporate Communications & CSR Director during a Carlsberg viewing party at Fifty5 Kitchen & Bar.

Since the launch of “Probably The Best Football Beer Campaign”, fans have been part of the action as they engaged in numerous activities, winning limited-edition football merchandise, free passes to football parties and Bonus Codes which entitles them to accumulate extra points in the online game.

Joining the viewing party at Fifty5 Kitchen & Bar at Plaza Arkadia, Desa ParkCity with his family, 50-year-old Manager Goh Siong Chua said, “It’s the football season, hence, I brought the family out for drinks. We were excited with the exclusive premium gifts by Carlsberg, and decided to join the party and watch the game live with other patrons. We were all thrilled when my wife won the Premium Kit by Carlsberg!”

Meanwhile, 27-year-old Business and Operations Manager, Khor Su Han said, “My friend told me about the online game by Carlsberg and the Grand Prize. As a huge Liverpool fan, this is my chance to watch a Liverpool FC match live at Anfield Stadium and see my dream come true. So, I’ll definitely be playing my way up!”

In conjunction with the football season, Carlsberg also presented Khor and Goh with limited-edition Liverpool collectibles, marking the long-standing years of partnership between Carlsberg and Liverpool FC.

Beer lovers and football fans had a blast at Fifty5 Kitchen & Bar as they watched Brazil beat Costa Rica 2-0 to a nail-biting finish as they enjoyed the happy hour promotion of RM5.50 a mug!

Catch the matches live at upcoming “Probably The Best Football Parties” while enjoying Carlsberg and Carlsberg Smooth Draught at participating outlets. Carlsberg merchandises, Hisense TV, Vivo Smartphone and limited-edition Mercedes Benz gifts are also up for grabs!

26 June 2018 – 10pm (France vs Denmark)

Liberte @ Tropicana (PJ); Tap It Out @ Solaris Mont Kiara (KL); Big Blind @ Setia Alam (Selangor); and The Red Lantern Bistro @ Miri (Sarawak).

30 June 2018 – 10pm (Round of 16 – 1)

The Jungle City Kitchen & Bar @ Kepong (KL); Caffeinees @ Kg. Pandan (KL); Euro House (Ipoh); Hard Rock Café (Malacca); and the ViBe (Johor).

Join the online game and catch up on the promotions, latest football news updates, fixtures, results and schedules, football party locations and ongoing nationwide promotions by simply bookmarking www.probablythebest.com.my/football.

So, Cheers to “Probably The Best Football Beer Game” Ever!

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

Koh Kian Mei

03 - 5522 6340

kianmei.koh@carlsberg.asia

Senior Brand Manager, Carlsberg brand

May Ng

03 - 5522 6404

may.yk.ng@carlsberg.asia

Senior Executive, Corporate Communications & CSR

Incorporated in 1969, Carlsberg Malaysia is 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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

参与 Carlsberg “堪称最佳足球啤酒游戏” ，为荣耀而战！

豪赢旅费全包伦敦之旅、官方亲笔签名球衣及限量版足球周边商品！

吉隆坡 2018 年 6 月 22 日讯 –本球季你选定心目中的王牌球队了吗？赶紧参与 Carlsberg “堪称最佳足球啤酒游戏” 围！只须登录 www.probablythebest.com.my/football 进行登记，并选定你心爱的球队，然后进行赛果预测，就有机会赢取一趟旅费全包的伦敦双人游到英国现场观赏一场球赛。

“堪称最佳足球啤酒游戏” 是一项可以通过手机和桌面机进行的网上互动游戏，让球迷们有机会在这个球赛热季，把他们的足球知识发挥淋漓尽致。而球迷在享受 “堪称全球最佳啤酒” Carlsberg 和 “堪称全球最顺啤酒” Carlsberg 顺啤的同时，还有机会赢取丰富奖品，包括一趟旅费全包到伦敦看球赛的大奖、首奖是官方亲笔签名球衣以及限量版足球周边商品。

除此之外，Carlsberg 也献出超过 300 份限量版 “堪称最佳足球啤酒周边商品” 精品礼盒，让球迷赢回家。每一个礼盒含有全套的周边商品，即一个国家的球衣、反向雨伞、瓶装和罐装保冷啤酒套，及 1 箱啤酒（消费者甚至可选择他们青睐的 Carlsberg 或 Carlsberg 顺啤）！

这些奖品都是最值得足球迷们在本季珍藏的纪念品！另有 1,000 件 Carlsberg 限量版球衣，分别为巴西、英格兰、法国、德国、葡萄牙及西班牙六国球衣有待球迷领回家！

企业传讯及社会责任总监赖明珠说：“Carlsberg 一向热爱足球运动；我们与利物浦球会建立长达 25 年的合作关系，亦曾与英联赛和欧足联欧洲联赛合作，就可见一斑。被誉为 “堪称最佳足球啤酒” 的 Carlsberg，在本球季打造一项网上游戏，全心回馈既是消费者也是狂热球迷，并为他们送上精美周边珍藏品，还有，一趟伦敦看球之旅和亲笔签名球衣，为他们带来无价亲身体验。”

自从 “堪称最佳足球啤酒活动” 推介以来，许多球迷已纷纷参与其中游戏，并赢取限量版足球周边商品、免费足球派对入场券及红利密码，从而累积网上游戏的额外积分。

现年 50 岁的经理 Goh Siong Chua，与家人前往 Desa ParkCity 的 Arkadia 广场 Fifty5 Kitchen & Bar 参加足球派对时说：“由于是足球热季，我便与家人来 Fifty5 小酌。当我们获知 Carlsberg 出品了一套精美的周边商品，便决定参加派对与其他酒客一起观看现场直播。然而，我太太却抽中了幸运奖，获得一套 Carlsberg 精美周边商品，真的是喜出望外！”

现年 27 岁的商业及运营经理 Khor Su Han 则说：“朋友知道我是利物浦球会的铁粉，叫我参加一项网上游戏，就有机会到安菲尔德球场现场看利物浦比赛，我肯定会全力以赴。”

配合本届的球赛热季，Carlsberg 也为 Goh 和 Khor 送上了纪念 Carlsberg 与利物浦长期合作的限量版珍藏品。

啤酒爱好者与球迷不约而同到 Fifty5 Kitchen & Bar 观看巴西对垒哥斯达黎加这一场比赛，结果巴西技高一筹，以 2 比 0 踢垮对手。现场群众一边为球队呐喊欢呼，一边享受 Fifty5 欢乐时光特惠，每杯 RM5.50 的 Carlsberg。

别错过在参与的销售处参与来临的“堪称最佳足球派对”，并一边享受 Carlsberg 和 Carlsberg 顺啤。另有 Carlsberg 周边商品、Hisense 电视、Vivo 智能手机和限量版 Mercedes Benz 精品待赢取，一切尽在本球季！

26 June 2018 – 10pm (France vs Denmark)

Liberte @ Tropicana (PJ); Tap It Out @ Solaris Mont Kiara (KL); Big Blind @ Setia Alam (Selangor); and The Red Lantern Bistro @ Miri (Sarawak).

30 June 2018 – 10pm (Round of 16 – 1)

The Jungle City Kitchen & Bar @ Kepong (KL); Caffeinees @ Kg. Pandan (KL); Euro House (Ipoh); Hard Rock Café (Malacca); and the ViBe (Johor).

球迷只需点击书签 www.probablythebest.com.my/football，即可进行网上游戏，还可获取最新促销、最新足球信息、场次、成绩及赛程，还有观赛派对的详情，以及当前的全国性促销活动。

来吧，一起为空前“堪称最佳足球啤酒游戏”饮胜！

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队

更多查询请联络:

Koh Kian Mei 辜健嫒	03 - 5522 6340	kianmei.koh@carlsberg.asia
市场营销 高级经理		
May Ng 黄奕勤	03 - 5522 6404	may.yk.ng@carlsberg.asia
企业传媒与社会责任高级行政		

1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。