

FOR IMMEDIATE RELEASE

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ASAHI SUPER DRY UNVEILS LIMITED-EDITION DISCOVER TOKYO CANS

Join Asahi Super Dry on a virtual journey to discover Tokyo and stand a chance to win a Sony PlayStation 5!

Shah Alam, 2 September 2021 – Discovering facets of Tokyo amid the pandemic is now made possible with Asahi Super Dry's **Discover Tokyo** campaign. Asahi unveils the Discover Tokyo limited edition can packaging to celebrate the food, art, fashion and lifestyle of Tokyo via four inspiring videos. These cultural insights reflect passion towards precision in quality and innovation, which is at the heart of Asahi, and from which Japan's no.1 beer, Asahi Super Dry was created.

Asahi Super Dry's limited-edition Discover Tokyo packaging features the omnipresent and iconic kanji character '辛口' which stands for Karakuchi, on a modernistic background. Karakuchi refers to the taste profile of Asahi Super Dry's beer that delivers a dry, crisp taste and quick, clean finish.

The Asahi Discover Tokyo editions, available in cans and 8-can cluster pack that comes with a complimentary 300ml glassware, are now made available nationwide for limited time period, while stocks last. Grab them in-stores and online at participating hypermarkets, supermarkets, convenience stores, Shopee, Lazada, Pandamart and Potboy!

Tapping on one of Japan's most popular game inventions with a huge following globally, Asahi offers consumers a chance to WIN the latest Sony PlayStation 5 Digital Edition with purchase from participating supermarkets, hypermarkets, convenience stores and e-commerce sites (Shopee, Lazada, Pandamart & Potboy). Every RM20 purchase of Asahi Super Dry in a single receipt entitles to 1 entry and winners will be announced at the end of the promotion. Hurry, contest ends 30 September 2021!

Wait no more and start exploring the unique sights and scenes of Tokyo now at www.asahidiscovertokyo.com.my. Savour Asahi Super Dry's iconic *karakuchi* taste at home today! Stay tuned for the latest promotions or giveaways when you 'Like' and 'Follow' @AsahiMY on Facebook and Instagram.

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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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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

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Asahi Super Dry 亮相限量版 Discover Tokyo 包装及探索东京的虚拟之旅

别错过 Asahi Super Dry Discover Tokyo 限量版，并享有机会赢取一台 Sony PlayStation 5!

(**莎亚南 2 日讯**) 在疫情期间探索东京风情，现因 Asahi Super Dry 所展开的 **Discover Tokyo** 活动成为可能。日本第一啤酒推出 Discover Tokyo 限量版包装宣扬东京之美，并带消费者踏上东京虚拟之旅，以四个启发灵感的故事探索东京食品、艺术、时装及生活方式。这些文化洞察反映了对品质和创新的一份热忱，也是 Asahi 的品牌核心，以及创造了日本第一啤酒 Asahi Super Dry 的精神。

Asahi Super Dry 限量版 Discover Tokyo 包装设计具有现代感十足背景，以及标志性的日文汉字“辛口” (Karakuchi)。“辛口”是用于形容 Asahi Super Dry 啤酒干爽、新鲜、利落及啤酒的后味不会长久留在嘴里的口感。Asahi Discover Tokyo 版本将在全国限期发售，售完即止。消费者可到商店或通过网上购买，包括有参与的霸级市场、超级市场、便利店、Shopee、Lazada、Pandamart 及 Potboy! 该限量版罐装也以 8 罐装发售，还另外附送一个 Asahi 玻璃杯，让您以线条流畅的精致玻璃杯在家享用 Asahi Super Dry。

这项限量版促销活动也将让消费者有机会赢取创始于日本并大受全球欢迎的游戏发明 - 最新的 Sony PlayStation 5 Digital Edition。在有参与的霸级市场、超级市场、便利店及网购平台 (Shopee、Lazada、Pandamart 及 Potboy) 凭单张收据购买 20 令吉 Asahi Super Dry，即可获得 1 次参赛资格，而获胜者名单将于促销期结束后公布。赶快行动，竞赛于 2021 年 9 月 30 日结束!

别再等了，即刻浏览 www.asahidiscovertokyo.com.my 开始探索东京独特的风情。今天就在家品尝 Asahi Super Dry 著名的“辛口”感! 在脸书和 IG 点赞及跟随 @AsahiMY 以获知最新促销或好康。

更多咨询，请联络:

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