



**PRESS  
RELEASE**

**CARLSBERG BREWERY MALAYSIA BERHAD GROUP  
(CARLSBERG MALAYSIA GROUP)**

**Carlsberg Malaysia Group Continues Strong Momentum**

**SHAH ALAM, November 28, 2014** – Carlsberg Malaysia today announced an increase of 50.6% in its Group’s profit after tax to RM58.8 million for the third quarter ended 30<sup>th</sup> September 2014 compared to RM39.0 million for the corresponding period in 2013 due to increased revenue in particular from Singapore, improved price and product mix and effective cost efficiency measures.

This was achieved on the back of RM409.3 million in revenue, up 16.2% from RM352.1 million posted in the corresponding quarter last year.

For the cumulative nine-month period, the Group recorded a profit after tax of RM152.7 million compared with RM121.7 million posted for the previous corresponding period, an increase of 25.5%. Revenue increased by 3.8% to RM1.211 billion from RM1.167 billion for the previous corresponding nine months.

Earnings per share were 48.62 sen compared with 39.21 sen last year.

Carlsberg Malaysia Managing Director, Henrik Juel Andersen said: “It is satisfying to have delivered positive results for our shareholders in the face of an increasingly tough consumer spending environment. We are facing an escalating cost of living as well as increased taxes imposed by the governments in Malaysia and Singapore. We rose to the challenging market conditions with targeted consumer-facing campaigns supporting the key brands in our portfolio, while continuing to be pro-active on cost management.”

Andersen commented, “The results for the quarter were positively impacted by trade stocking in Malaysia prior to the National Budget announcement this year. In addition, our flagship brand, Carlsberg, continued to strengthen its market position as the freshest

and most loved beer in Malaysia. The Carlsberg brand continues to utilize its strong football association with Barclays Premier League. Our premium brands such as Somersby Apple and Pear Cider, Asahi Super Dry and Kronenbourg 1664 also performed satisfactorily, recording steady growth in both Malaysia and Singapore.

As the official beer of the Barclays Premier League for the 2014/15 season, Carlsberg held an “Ultimate Football Retreat” on November 22 and 23. This unique football event enjoyed an overwhelming response with over 300 Malaysian consumers meeting in person with four of the English football legends. In conjunction with the year-end festivities, consumers can also expect exciting consumer promotions from our premium portfolio brands,” he added.

“For Malaysia, we expect the current weak macro-economic conditions to continue, with beer consumption continuing to be soft. Consumers will also need to adapt to the upcoming implementation of the goods and services tax. The Group’s focus will be on achieving its targets by boosting consumption with the right product and price mix, while continuing to exercise prudent cost management. Through these collective measures, the brewery is confident of delivering shareholder value.”

### **About Carlsberg Malaysia**

Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia) was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg Blanc, Asahi Super Dry, Somersby Cider, Royal Stout, Connor’s Stout, SKOL, Jolly Shandy as well as other third-party imported beers such as Budweiser, Corona, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale and Grimbergen.

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