

Change of Managing Director

Ravn takes on new role as CEO, Carlsberg Greater China, Andersen takes over the helm at Carlsberg Malaysia

Shah Alam, 24 April 2013: Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia) announces that its Managing Director, Soren Ravn, aged 39, who oversees the Malaysia and Singapore operations has been appointed as CEO, Carlsberg Greater China, effective 1 July 2013. He will hand over the reins of the dynamic brewery to Henrik Juel Andersen, the current Regional CEO, Carlsberg Indochina.

“Carlsberg Greater China covers the four countries of China, Hong Kong, Macau and Taiwan and is a key component of Carlsberg Group’s growth platform in Asia. Comprising of 41 breweries, with more than 15,000 employees and around 3 billion litres of annual beer sales, Carlsberg Greater China is significant and one of the largest volume contributors to the Carlsberg Group. I am happy to bring in Ravn to take up the new role as CEO, Carlsberg Greater China to expand our business in the world’s biggest beer market and strengthening our capacity and capability to take on the challenges ahead,” Roy Enzo Bagattini, Senior Vice President, Asia, Carlsberg Group commented.

Chairman of Carlsberg Malaysia, Dato’ Lim Say Chong said: “Ravn has been instrumental in leading Carlsberg Malaysia Group to three years of continuous strong revenue and profit growth, driven by portfolio brands and premiumisation strategy with a strong focus on profitable growth”,

“Our record financial performance, portfolio strategy and a diverse team of top and senior management are testaments of the effective implementation of our strategies with the cooperation of our business partners and customers under the leadership of Ravn. The historical high performance of the company’s share price also reflects our shareholders’ and investors’ confidence towards the company. With the strong management team and organization in place, Carlsberg Malaysia is in a solid position to drive sustainable and profitable growth”,



“I am pleased to announce that Henrik Juel Andersen, a Dane aged 46, has been appointed as Managing Director, Carlsberg Malaysia, succeeding Soren Ravn. Andersen is currently the Regional CEO of Carlsberg Indochina, a position he has held for the past five years. He has delivered excellent growth in our Indochina region with revenues and EBIT increasing significantly over a 5-year period, driven by a strong mix of organic growth and well executed acquisitions”, Lim added.

“I am very confident that Andersen can continue the strong growth and good momentum that we have established in Malaysia and Singapore over the last few years. He is one of our most experienced leaders in Asia and will help drive the strategic agenda as well as strong execution going forward, in strong cooperation with our supportive business partners and customers in Malaysia and Singapore”, Lim commented.

Prior to his current role, Henrik has held General Management positions for Carlsberg in Vietnam, China and Taiwan.

Ravn and Andersen will be working closely to ensure a smooth transition and handover in Malaysia and Singapore over the next few months.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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