

**PRESS
RELEASE**

FOUR YEARS OF GOLD

The Only Beer to be Honoured with a Putra Brand Icon Award

KUALA LUMPUR, April 27, 2013 – Malaysian consumers have decided. They have made the choice to continue to support what is tried and true by voting Carlsberg as a Gold winner of the Putra Brand Awards. In giving their thumbs up to their most preferred beer brand once again, Malaysian consumers have made Carlsberg the only alcoholic beverage that has bagged the Gold Award for four consecutive years also making the brand one of 12 Putra Brand Icons.

Soren Ravn, Managing Director of Carlsberg Malaysia, said, “This win clearly reaffirms the brand’s leading position in the market. There is no clearer indication of being No. 1 than by bagging the coveted Putra Brand Awards, as voted by consumers and endorsed by industry leaders, for four consecutive times in a row. Now that calls for a Carlsberg!”

“Our win is also a reflection of the brand’s commitment to connect with our consumers in innovative, creative and meaningful ways. Leveraging on our presence in Malaysia over the last 44 years, Carlsberg has continued to evolve and innovate in terms of our products and promotions to remain at the top of the minds of our consumers,” he added.

In addition to the Putra Brand Awards, Carlsberg has been voted as the Most Trusted Beer Brand at the Reader’s Digest Trusted Brand Awards over the last 14 years and the Best Brand for Beer Award in the food and beverage category at the BrandLaureate Awards 2011-2012, as well as bagging the Best CSR Initiatives Award at The Edge Billion Ringgit Club Corporate Awards.

“We are appreciative of the nod of approval from our consumers. We want to repay this gesture by being committed to deliver more exciting promotions and events that are both engaging and exciting to our consumers,” Ravn concluded.

Among the major platforms that have helped the brand engage with its consumers in a uniquely Carlsberg way are “Where’s the Party?”, sponsorships of golf at the Maybank Malaysian Open and Carlsberg Golf Classic tournaments as well as football, which saw the brand organizing a



series of Barclays Premier League viewing parties throughout town that included the recent appearances of legendary players of the League. Carlsberg is expected to take football fever up a notch in the coming EPL season as the brand officially kick-starts its role as the League's beer partner for three years.

Organised in association with the Malaysia's Most Valuable Brands (MMVB), the Putra Brand Awards is a recognition and brand valuation exercise initiated by the Association of Accredited Advertising Agents Malaysia (4As) to recognise brands that are near and dear to the hearts of Malaysians. The Awards measures brands by consumer preference utilising a robust consumer research methodology developed by Pulse Group.

About Carlsberg

Since 1847, the Carlsberg brand has enjoyed global distribution, to become a brand of high awareness and the preferred choice for discerning consumers.

On 6 April 2011, the world over simultaneously witnessed Carlsberg undergoes a successful global transformation across more than 140 countries. With the transformation of the Carlsberg brand, a new slogan was introduced - 'That Calls for a Carlsberg'.

The entire changes link back to Carlsberg's founder, whose deep heritage of passion, innovation and entrepreneurship still connects with today's generation of consumers. A sign that their spirit is still a part of what makes Carlsberg special.

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