

Boost Popularity and Sales of Asahi through Carlsberg Singapore's distribution network

SELANGOR, January 11, 2014 – With aim at further strengthening its premium beer portfolio, Carlsberg Malaysia Group's fully owned subsidiary Carlsberg Singapore Pte Ltd (Carlsberg Singapore) acquired a 51% stake in MayBev Pte Ltd (MayBev), the sole distributor of Asahi Super Dry in Singapore with effect from March 2014. The brewer sees the partnership with MayBev, the company that owns the distribution rights to the Asahi range of beers for almost 40 years in Singapore would enable Carlsberg Singapore to reinvigorate the brand – Asahi Super Dry by increasing its distribution and marketing efforts at different channels of the marketplace.

Managing Director of Carlsberg Malaysia Group cum Chairman of Carlsberg Singapore Henrik Juel Andersen commented that Asahi Super Dry was first launched and distributed in Malaysia by its subsidiary Luen Heng F&B Sdn Bhd in July 2010. Since its introduction, the brand successfully made its mark in the premium beer segment and complemented the growth potential of Carlsberg Malaysia's premium beer segment.

"We saw potential in Asahi brand and therefore Carlsberg Malaysia entered into an agreement with Asahi Breweries Ltd in November 2011 to manufacture, sell & distribute Asahi Super Dry beer on tap in Malaysia. Tapping on the strong distribution network of Carlsberg Malaysia, Asahi saw its volume outperform the premium beer segment with a strong double-digit growth in 2013 and recorded a 99% brand awareness level amongst the premium beer drinkers", Andersen shared.

"Leveraging on the synergies in sales and marketing of Carlsberg Singapore as well as the established network of MayBev, we believe that Asahi brand will continue to grow and becoming a must-have premium imported beer at Japanese restaurants, trendy bars, premium hotels and resorts as well as upmarket retail stores nationwide in Singapore", Andersen added.

Carlsberg Singapore's MD John Botia said "The partnership with MayBev is an important milestone in the development of Carlsberg Singapore as one of the foremost alcoholic drinks suppliers in Singapore. MayBev is a company we have long admired for their excellent stewardship of Asahi as it has grown to become Singapore's second-biggest premium lager. The combination of our drinks portfolios is great news for our customers, as it will offer them a more extensive and exciting variety of winning brands to choose from, as well as improving our sales, warehousing and distribution capabilities."

Apart from being the sole distributor of Asahi for almost 40 years, MayBev's core business comprises the sales, marketing and distribution of a wide portfolio of international beverages. As well as the aforementioned brands, the portfolio also includes Pravda and Heavy Water vodkas, Zonin wines, and various specialty Japanese soft drinks.

"By partnering with Carlsberg Singapore, one of the leading beer companies in Singapore, we see a lot of opportunities to leverage each other's strengths and generate greater benefits for our customers and consumers", said Mr Vince Tan, Executive Director, MayBev Pte Ltd. "This is a really exciting time for us and we look forward to working closely with the team at Carlsberg."

This acquisition is Carlsberg Singapore's first major deal since the announcement of its partnership with Harry's International in April 2013, where it secured the draught supply of Carlsberg Green Label, Kronenbourg 1664 and a range of Carlsberg Group beer and cider brands to all 26 of Harry's outlets across Singapore.

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