

FOR IMMEDIATE RELEASE

Carlsberg brings in 5th Gold Putra Brand. Cheers!

SELANGOR, April 28, 2014 – Carlsberg has once again solidified its position among top brands in Malaysia by winning a Gold award at the Putra Brand Awards 2014. Voted by consumers, Carlsberg is the only beer brand to win this prestigious accolade five years in a row.

Based on the preferences of Malaysian consumers, Carlsberg is the only beer brand to have won the coveted Putra Brand Icon award last year. It was inducted into the Putra Brand Hall of Fame for winning its fourth consecutive gold award since the establishment of the awards in 2010.

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, “It is wonderful to consistently be the people’s choice and we certainly owe this accolade to our consumers who know a distinctive brew when they taste it. Winning a Putra Brand Award is a true testament to Malaysian consumers’ love for Carlsberg.”

“Carlsberg has continued to deliver on its promise of superior quality and consistent taste. We have also been committed to ensuring that the freshness of our product is above par and clearly this award is an indication of this. We thank all our consumers, customers and the Carlsberg Malaysia family for making this achievement possible each year.”

Being the Official Beer of Barclays Premier League (BPL) for three consecutive years since the 2013/2014 season has enabled Carlsberg to build a deeper relationship with consumers who are both fans of football and the brew. Its main emphasis in this area has been to provide fans with the ultimate money-can’t-buy VIP BPL experience, made possible through the brand’s exclusive BPL sponsorship and network. Thanks to Carlsberg, fans have been treated to all-expense-paid trips to watch live matches in the UK throughout the current BPL season.

The brand has also cemented its reputation as the golfers' beer of choice via its annual sponsorship of the world-class Maybank Malaysian Open golf tournament and through the hosting of the country's biggest and longest-running amateur golf series, the Carlsberg Golf Classic, for 21 years.

As an extension of Malaysia's Most Valuable Brands programme, the Putra Brand Award is organised by the Association of Accredited Advertising Agents of Malaysia to promote brand building as an integral business investment. The voice of the people was clearly heard, as across 21 categories and based on consumer preference, a poll of 6,000 Malaysians bestowed well-deserved recognition on the nation's best brands with gold, silver and bronze Putra Awards.

About Carlsberg

Carlsberg Brewery Malaysia Berhad 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 done via 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 close to the needs and demands of our strong consumer base.

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