

**PRESS
RELEASE**

CARLSBERG BEER IN MEN'S GROOMING SERIES
Carlsberg Enters the World of Men's Grooming Series this Christmas!

SHAH ALAM, November 30, 2015 –This is the season for holiday cheer! Looking to pamper yourself or that special someone with the most unique gift? Carlsberg will show you the way... Introducing the first-of-its kind limited edition Carlsberg Men's grooming line that keeps you looking your best, while keeping your ruggedness intact.

Masculine scale checked! With half a liter of Carlsberg beer in each bottle, these green containers hold more than just a shampoo, conditioner and body lotion. Stay faithful to our "beery" products – your bad hair days may probably be over. Gone are the days of sneaking your girlfriend's body lotion for that soft skin!

Don't believe us? This men's line is packed with vitamin B and Silicium from barley, hops and yeast which leaves skin feeling bright and hair looking shiny and strong! Natural and not-tested-on-animals! Did we mention that it is a limited edition product with only 200 exclusive sets available in Malaysia?

At RM380 excluding GST, for the set of shampoo, conditioner and body lotion in 250ml bottles, that's a reasonable price to pay for smelling good, looking great and feeling simply amazing. If you think you've tried a Carlsberg beer, give the Carlsberg Men's Grooming Series a shot. We know you want to. And please, try not to drink it ... Shower and groom responsibly!

Can't wait? Let the countdown begin! The Carlsberg premium set can be purchased online from the 10 December 2015 at www.probablythebest.com.my. Just in time for your Christmas shopping!

Carlsberg Men's Grooming Series is the third phase of the brand's marketing campaign "If Carlsberg Did..." It is also an extension of the latest video "If Carlsberg Did Haircuts..." which offers a refreshing take on how Carlsberg can make the haircut experience so much better for men. Taking a stride forward to deliver the best to consumers in everything it does, Carlsberg does not do haircuts, but we can offer you probably the best beer...and best grooming products in the world!



Carlsberg has collaborated with Lazada, an exclusive e-commerce partner for the sale of Carlsberg Men's Grooming Series!

Learn more about the Carlsberg Men's Grooming Series at www.probablythebest.com.my

About Carlsberg Malaysia

Today, Carlsberg Malaysia manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, 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 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor's Stout Porter, SKOL, Corona Extra, Jolly Shandy and other third-party imported brands like Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley's Ale and other beverage brands. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 45,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2014, the Carlsberg Group sold 123 million hectolitres of beer, which is about 37 billion bottles of beer. Find out more at www.carlsberggroup.com

About the Carlsberg Laboratory

In 2015, the Carlsberg Laboratory is celebrating its 140th anniversary. The founder of Carlsberg, J.C. Jacobsen, set up the Laboratory in 1875. In 1876, it was established as part of the Carlsberg Foundation, consisting of a Department of Chemistry and a Department of Physiology.

Find out more at po.st/carlsberglab

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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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供即时发布

PRESS
RELEASE

堪称圣诞节最佳礼物

CARLSBERG率先推出含有啤酒的男士护理产品系列

莎亞南2015年11月30日讯-

圣诞节即将来临，若您正在为自己或特别的人搜购别出心裁的佳节礼物，Carlsberg为您提供最佳选择-

Carlsberg首次推出的限量版男士护理产品系列，让您焕然一新，同时也魅力不减。

男士护理产品系列包括有洗发乳、护发素及护肤乳液。每款产品中含有 0.5 升的 Carlsberg

啤酒，是名符其实的「啤酒」产品，不仅解决男士们发质不顺心的烦恼，还能展现男士气概。男士们以后再也不用偷偷依赖女朋友的护肤品。

Carlsberg男士护理产品的功效可谓有所根据，产品含有来自于大麦、啤酒花及酵母的维生素B及矽，令肌肤富有光采、头发强韧亮泽。产品是以全天然材料制造而成并无进行任何动物测试。这Carlsberg男士护理产品系列将于马来西亚独家限量发售，仅仅200盒。

每个套装的定价为380令吉(不含消费税)，当中包括250毫升的洗发乳、护发素及护肤乳液，可谓物有所值。若您已试过Carlsberg啤酒，不防一试这系列的男士护理产品，绝不会令您失望。温馨提示：在利用它护理您的身体发肤时，切记别被这独特的产品诱惑而将产品喝进肚里。

若您已急不及待要体验这独特的新产品的話，可由12月10日起于www.probablythebest.com.my进行产品订购。这正好赶上您搜购圣诞礼物的时机。



Carlsberg男士护理产品是Carlsberg「若由Carlsberg打造...」第三期的推广活动，亦是最新短片「若由Carlsberg理发...」的延续，展现Carlsberg如何为男士们带来非同凡响的理发体验。Carlsberg一向为消费者带来最佳的体验，我们虽不提供任何理发服务，但我们能为您献上堪称全球最佳啤酒。。。以及最独特的男士护理产品。

马来西亚Carlsberg与网上平台Lazada合作，独家为顾客发售这独一无二的Carlsberg男士护理产品系列。

有关Carlsberg男士护理产品的详情，请游览 www.probablythebest.com.my。

马来西亚Carlsberg集团简介

今天，马来西亚Carlsberg出产了啤酒、烈性黑啤和其他麦芽饮料。啤酒、烈性黑啤、苹果酒、葡萄酒、提神饮品和其他饮料，都是通过马来西亚子公司Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd和在斯里兰卡相联公司Lion Brewery (Ceylon) PLC 分销与发售。

Carlsberg

乃是啤酒旗舰品牌，以符合消费者需求为主而致力巩固其在马来西亚啤酒饮用者心中的地位。马来西亚Carlsberg集团拥有广泛的国际领导品牌组合，其中包括Kronenbourg 1664和Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor's Stout Porter, SKOL, Corona Extra, Jolly Shandy 和其他第三方的进口品牌，如Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley's Ale 和Grimbergen。

Carlsberg Laboratory简介

Carlsberg Laboratory於2015年庆祝140週年。Carlsberg的创办人J.C. Jacobsen於1875年创立Carlsberg Laboratory，试验室於1876年成为Carlsberg基金会的一部分，基金会旗下管理化学部门及生理学部门。

此新闻稿由马来西亚Carlsberg集团提供，供即时发布。如有任何询问，请联络：

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