

FOR IMMEDIATE RELEASE

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Change of Coach at Carlsberg Malaysia Group

New Managing Director Lars Lehmann takes overs the helm of the Company with operations in Malaysia, Singapore and Sri Lanka

Selangor, June 21, 2016 – Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia Group) hosted a cocktail reception to bid adieu to its outgoing Managing Director Henrik Juel Andersen and welcomed Lars Lehmann, the new leader who will head the helm of the dynamic brewer that has investments in Malaysia, Singapore and Sri Lanka, plus regional reach via exports to Hong Kong, Thailand and Taiwan.

The reception themed ‘Change of Coach’ is not simply inspired by or in conjunction with the UEFA EURO 2016™ Championship, of which Carlsberg is the proud official beer. To the brewer, a Managing Director is like a manager of a football club. He is the man who is accountable for growing the business, strategizing the game plan, placing the right people in the job of striker, defender, midfielder or goalkeeper and most importantly, managing the operation in the most responsible and sustainable manner.

Henrik Juel Andersen was appointed as Managing Director of Carlsberg Malaysia in July 2013. Under his management and leadership, the Company has successfully delivered growth in revenue and profits for three consecutive years on the back of robust cost efficiency and effective profit optimization measures in Malaysia as well as portfolio premiumisation and strategic acquisition of MayBev Pte. Ltd. in Singapore.

“My heartfelt thanks to the supportive customers, distributors, consumers, shareholders, communities and my fellow colleagues who have made my journey here a memorable one. With your confidence in the heritage, people, brands and charitable projects of the Company, we have delivered satisfactory performance that contributed to sustainable shareholders value”, Andersen said in his opening address.

He added: “Personally, it is bittersweet having to leave Carlsberg Malaysia, which has been a big part of me. I shall assume the role of CEO, Lao Brewery Company Ltd, overseeing Laos and Cambodia. Lao Brewery is one of top performers in Carlsberg Group, which brews Lao Beer, produces soft drinks and drinking water”.

Andersen handed over a football jersey, with the word ‘Lehmann’ printed on it, to his successor Lars Lehmann as an act of welcoming the new coach on-board.

New Managing Director Lars Lehmann said: “Over the last 13 years with the Carlsberg Group, I have had the pleasure of working in various operations in Eastern and Western Europe, completed mergers and acquisitions in Russia, reengineered global export business into entrepreneur growth engine and successfully turnaround few Western Europe operations into profitable business”.

“Although, I am relatively new in Asia, I believe the difference between Europe and Asia is the importance of relationships when doing business regardless whether the stakeholders are consumers, customers, shareholders, regulators, communities or employees. I am very keen to learn from you the Asian ways of doing business and get to know you all personally”, he commented.

Prior to the appointment, Lehmann was the Regional CEO, Western Europe Challenger Markets responsible for 11 European markets covering markets like Germany, Italy, Greece, Bulgaria, Serbia, Croatia, Portugal, Estonia, Latvia, Lithuania and Carlsberg ExLiD (Export, License and Duty Free), with a total turnover of 10 billion Danish Kroner or RM 6 billion. Before joining Carlsberg Group, he was with Unilever Denmark for eight years in Sales and marketing.

The cocktail reception saw approximately 200 trade partners, representatives of the F&B associations and members of the media. Guests were welcomed with an array of ice cold beers, stouts and ciders by Carlsberg Malaysia and shared light moments at the reception.

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Incorporated in 1969, Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia Group) is listed on the Main Board of the Bursa Malaysia Securities Berhad. It is part of the Carlsberg Group and has investments in Malaysia, Singapore and Sri Lanka plus a regional reach via exports to markets such as Thailand, Taiwan, Hong Kong. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. We offer direct employment to over 600 people in Malaysia and Singapore and are committed to growing our business sustainably as well as promoting our products responsibly .

Find out more at www.carlsbergmalaysia.com.my

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马来西亚皇帽集团主帅接班 新董事经理 Lars Lehmann 接棒领导马来西亚、 新加坡及斯里兰卡的业务

雪兰莪 2016 年 6 月 21 日讯 – 马来西亚皇帽集团举行鸡尾酒会欢送卸任的董事经理皇德生，同时欢迎新领 Lars Lehmann 接班带领公司在马来西亚、新加坡和斯里兰卡的投资，并兼顾出口至香港、泰国和台湾的区域覆盖范围。

作为 2016 欧洲杯比赛 (UEFA EURO 2016™) 的官方啤酒，这项酒会的主题 ‘主帅接班’ (Change of Coach) 的点子也源自这项比赛，同时迎合比赛的氛围。然而，对一家酿酒企业，董事经理亦犹如足球俱乐部的领队一般，他承担了优化业务前景的大任，负责全局运筹帷幄，让适当的人选能够各司其职，如任命前锋、后卫、中锋或守门员一般，更尤其重要的是，能够顺应业务责任的需要，推动可持续的经营。

皇德生于 2013 年 7 月受委为马来西亚皇帽董事经理，并在他的管理和领导之下，成功在马来西亚通过了强化成本管理及高效利润优化，以及通过精品化战略和收购 MayBev Pte. Ltd.，而使公司成功连续 3 年取得高收益及高盈利。

皇德生在致欢迎词时说：“我衷心感谢客户、分销商、股东以及各位同事的支持，让我走了一段美好的旅程。各位对于公司的传承、人、品牌与慈善活动的信任与护持，让我们得以获得美满的结果，并为股东永续价值作出了贡献。”

他补充说：“对于我个人而言，离开马来西亚皇帽的确让我五味杂陈。本人即将前往寮国走马上任，出任寮国酿酒厂有限公司董事经理一职，兼顾寮国和柬埔寨市场。寮国酿酒厂也是皇帽集团其中一项卓越投资，业务包括酿制 Lao Beer、生产汽水及饮用水。”

皇德生将一件印上 Lehmann 字眼的球衣交到接班人 Lars Lehmann 手上，以示新任领队到任领军。

新任董事经理 Lars Lehmann 说：“在加入皇帽集团的过去 13 年中，我一直都很享受在东欧与西欧所担当的各项职务，在俄罗斯完成了数项并购，并重新规划环球出口业务，让它成为企业成长的动力，同时成功让西欧数项业务转亏为盈。”

他说：“虽然我对于亚洲还很陌生，但我相信，欧洲与亚洲之间经商的差别就在于与各方，无论是消费人、客户、股东、官方、社区或雇员，都必须维持良好关系。我热切希望能够学习亚洲式的经商之道，以及认识在座的各位。”

在出任此职之前，Lars Lehmann 便担任西欧挑战市场（Western Europe Challenger Markets）的区域首席执行长，负责管辖 11 个欧洲市场，包括德国、意大利、保加利亚、塞尔维亚、克罗地亚、葡萄牙、爱沙尼亚、拉脱维亚、立陶宛及皇帽出口、执照与免税业务，总营业额高达 100 亿丹麦克朗或马币 60 亿令吉。在加入皇帽集团之前，他已在丹麦联合利华营销与市场部任职 8 年。

这次的鸡尾酒会共获得 200 名贸易伙伴、各饮食业协会代表、媒体代表前来共襄盛举。马来西亚皇帽以清爽冰凉啤酒、黑啤酒和苹果酒款待与会的嘉宾，并一起享受一段轻松的时光。