

Press release 18/2016

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FOR IMMEDIATE RELEASE

Carlsberg gives Malaysians probably the best football experience at the recently concluded UEFA EURO 2016™

Carlsberg's Play on Pitch contest winners got to experience jam-packed football excitement alongside their favorite international football legends in France

Carlsberg has always been everyone's favorite football mate. Nothing makes a game more exciting than having an ice-cold Carlsberg sitting next to you on your favorite sports bar as you scream at the top of your lungs to cheer your team on, right?

Carlsberg decided to take the title of being a great football mate to new heights by giving the winners of its recent Play on Pitch competition the trip of a lifetime to experience football like never before. 10 lucky Malaysians were treated like football stars at Stade de Lyon, France, the official venue of the UEFA EURO 2016™ Semi-final.

The Hero's Welcome

When you're an international football star, you get VVIP treatment – and Carlsberg gave the Play on Pitch winners just that. The VVIP access to the exclusive UEFA Club Lounge where guests were served ice cold Carlsberg and gourmet meals was only the beginning in their day in the life of a football star. The winners also got to spend the entire afternoon taking on former footballers in numerous stations set up on the pitch and meet former Danish legendary goalkeeper, Peter Schmeichel, and the F2 Freestylers, YouTube's football freestyler sensations.

The Best Seat in the House

The real football fever began when the winners watched Portugal lock horns with Wales at the Semi-final. It was such a surreal experience that got the winners immersed in the energy, passion and intensity of UEFA EURO 2016™ Semi-final match! With the most exclusive seats and the best vantage point, the winners cheered on as the eventual champions Portugal overcame Wales in a hard fought victory.

UEFA EURO 2016™ - All-access special and Play on Pitch experience

When Carlsberg promised an all-access experience to the UEFA EURO 2016™, they really meant it. The following day, the winners were again brought to the stadium via the players' special entrance. Upon arrival at the stadium, they were greeted by cheerleaders and were then ushered to the same locker rooms used by the Portugal and Wales national teams to change into their football jerseys and customized gears. This time they were given a unique and rare experience – to play on the pitch of Stade de Lyon – the very same pitch where Portugal triumphed over Wales the night before.

Before entering the arena via the players' tunnel, their names were called one by one by public address system and were introduced individually on the giant screens in the stadium as if they were real football players being given a true football hero's welcome onto the pitch.

An Encounter with the Legends

Living the football dream - the winners were welcomed by international legends such as David James, Claude Makelele, Marcel Desailly, Peter Schmeichel, Christian Karembeu, Steve McManaman and the F2 Freestylers on the pitch. All the winners had a chance to pit their football skills against these football legends and even picked up a few neat tricks from the masters of their favourite sport. Clinking glasses of Carlsberg with legends at the hospitality area, the experience was completed with massage therapy and refreshments!

The football rush didn't end there – winners were hosted by Peter Schmeichel himself at the exclusive gala dinner at the La Plateforme Boat Restaurant on the scenic Rhone River. Mingling further with the legends over dinner, the winning team of Play on Pitch earlier that day were given footballs signed by various football legends.

Probably the best trip of a lifetime

An all-expense paid trip to Lyon, VVIP football star treatment, being able to play on the same pitch of the semi-final and a chance of a lifetime meeting real football superstars – what more can a die-hard football fan ask for? The exclusive experience, unparalleled privilege and unforgettable football fever were some of the things that truly made the trip memorable to the winners.

Doctor Ling Shih Gang, one of the Carlsberg Play on Pitch winners said, "I have always been a football fan since my childhood. I never thought I'd be given a chance to watch the UEFA EURO 2016™ live but Carlsberg made it happen for me! This is a dream that I never dared dream before! Not only that, they gave me the football star treatment, where I got to play on the Lyon stadium pitch with football legends – on the same pitch where the Portugal and Wales played."

"Being treated as the football star was probably the most amazing experience so far. From the eventful entrance to the stadium, accessing the actual locker rooms, showing our names on the screen and playing on pitch with the football legends – it was all a dream come true!" said winner Chew Fook Yuen.

"Being at the stadium and watching the semi-final live was a spectacular experience as compared to simply watching it on TV. I was touched by the passion and motivation given by the Wales fans although their team did not make it to the final championship. I learned that the team might have lost the game but their spirits never die! Now I appreciate and see football as a legacy sport that can be inherited from a generation to another generation," said Denise Ng.

Luckiest Malaysian meets Man of the Match

For one lucky Malaysian, Reuben Kang, famous YouTuber collaborating with Carlsberg to document the trip, Cristiano Ronaldo winning Man of the Match wasn't the highlight of the match between Portugal and Wales. It was him meeting Ronaldo in person and having a photograph together. All this was made possible by Carlsberg. "The experience was amazing! Meeting with Cristiano Ronaldo was probably the best moment in my life!" Kang exclaimed

"We are very happy and proud to have brought this kind of experience to Malaysians – truly, it is something that money can't buy. And Carlsberg is probably the only brand that can give this kind of once-in-a-lifetime football experience. We have always been about doing it better for the fans – just like how we constantly strive to make probably the best beer in the world. This whole Play on Pitch

experience once again attests to that promise, “said Lars Lehmann, Carlsberg Malaysia’s Managing Director.

To discover more about the Play on Pitch winners’ experience, head over to Carlsberg Malaysia’s Facebook page to watch the exciting videos.

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ABOUT CARLSBERG AND UEFA EURO 2016™

Since the 1988 UEFA European Championship in the former West Germany, Carlsberg has been the official sponsor of UEFA EURO - one of the world's biggest football events - and in 2016, the partnership between Carlsberg and UEFA continues. With the renewal of this partnership, Carlsberg remains an official sponsor of the UEFA European Championship and acquires rights in connection to the European qualifiers from 2014-2017. This will be Carlsberg's 8th consecutive sponsorship of UEFA's national-team competitions and underlines our commitment supporting football.

ABOUT THE CARLSBERG BRAND

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. 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. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .

Carlsberg 实现 10 名粉丝梦寐以求的梦想，于 2016 年欧锦赛尽享堪称最佳足球体验

Carlsberg “Play on Pitch” 竞赛得奖者亲身前往法国与国际足球传奇英雄切磋球艺，体验前所未有的足球体验

Carlsberg 向来被视为足运良伴。当您为您所支持的球队嘶声欢呼时，最过瘾的莫过于身旁伴有冰凉顺喉的 Carlsberg。

Carlsberg 坐言起行，为足运良伴之称掀开新篇章，赋予其盛情举办的 “Play on Pitch” 竞赛得奖者前所未有的足球体验。10 位幸运儿赢得千载难逢的机会，于 2016 年欧洲足球锦标赛（UEFA EURO 2016™，简称欧锦赛）半决赛官方球场——法国里昂足球场尽享足球明星般的待遇。

英雄式的迎接礼遇

领着特别通行证，自由通行并享用欧足联俱乐部内的设施、畅饮 Carlsberg 及细享佳肴只是 Carlsberg “Play on Pitch” 竞赛得奖者获国际球星般顶级贵宾待遇的开始。得奖者们也与足球传奇英雄（包括丹麦传奇门将彼德舒米高及街足英雄 F2 Freestylers）零距离接触、共处半天，切磋球艺及交换心得。

场内最佳位置

现场观赏葡萄牙对垒威尔士的半决赛赛事，绝对是足球狂热的时刻！这个超乎现实的体验，让坐上最好的座位，以最佳的视角观赏赛事的 10 位得奖者们沉浸于精力充沛、热情十足及剧烈无比的欧锦半决赛当中，现场为葡萄牙击败威尔士这场硬仗欢呼呐喊！

2016 年欧锦赛特设通行及 “Play on Pitch” 体验

Carlsberg 实现为得奖者带来最佳足球体验的承诺。半决赛后的一天，得奖者们再一次被带返里昂足球场。不同的是，这一次他们可是通过球员特别通道步入球场。一如国际球星般，得奖者们抵步时荣获拉拉队的热烈欢迎。随后，他们移步到球星们的更衣室，换上他们个人专属足球球衣及配件。值得一提的是，此更衣室非一般的更衣室 - 这可是甫于前一日被葡萄牙及威尔士国家足球队专用的更衣间！

紧接着，便是迈入此足球体验的高潮了。得奖者们通过球员通道，踏足前一晚葡萄牙战胜威尔士的同一场地。犹如真正的球星一般，每一位得奖者的名字逐一被广播，并于大萤幕上一一被介绍。浩大的入场阵仗，让他们深切感受足球英雄的光辉时刻！

与传奇英雄共聚一堂

在足球场上，大马的得奖者们与其它 90 位来自全国各地的幸运儿受到国际传奇球星的迎接，让他们梦寐以求的足球梦想得以成真。这些球星包括大卫詹姆斯 (David James)、克劳德马克莱莱 (Claude Makelele)、马塞尔德塞利 (Marcel Desailly)、彼德舒米高 (Peter Schmeichel)、克里斯蒂安卡伦布 (Christian Karembu)、史蒂夫麦克马纳曼 (Steve McManaman) 及街足英雄 F2 Freestylers。

除了会面，所有得奖者更获得机会与球星一起于足球场上切磋球艺，甚至向这些大师们汲取球技。感受了上半场紧张刺激的场上竞技，得奖者们于中场时段在待客区与球星们共同畅饮 Carlsberg，同时接受球队按摩师疗程，舒缓肌肉紧张，并享用餐点招待。

晚餐时刻，所有得奖者获邀与彼德舒米高及其他球星，一同在位于罗纳河上的 La Plateforme 艇上餐厅参加非一般的晚宴。把酒言欢的同时，早前于“Play on Pitch”胜出的队伍也获颁球星们签名的足球，以作奖励。

堪称一生中最佳旅程

前往里昂的免付费旅程、顶级贵宾式的球星待遇、在半决赛球场上竞技、以及千载难逢地与国际球星们零距离接触——这种种的礼遇，对足球狂热分子而言，夫复何求？独家的足球体验、绝无仅有的特权优惠及难忘的足球热潮，为得奖者们带来纪念性十足的旅程。

Carlsberg “Play on Pitch” 竞赛得奖者之一林世刚医生 (Doctor Ling Shih Gang) 表示，“我从小就迷上足球，更未曾想过自己有朝一日於现场观赏欧锦赛，Carlsberg 却为我带来了这个机会！这是我从来都不敢拥有的梦想！除此之外，Carlsberg 还为我提供球星般的待遇，让我踏上里昂足球场与球星同场竞技，那可是葡萄牙对垒威尔士的同一赛场啊！”

“获得球星般的待遇称得上是最奇妙的体验！从节庆般的入场方式，到走入真正的球员更衣室，在萤幕上显示我们的名字，以及与球星切磋球艺，完全是美梦成真！”得奖者周福运 (Raymond Chew Fook Yuen) 如此说道。

“比起从冷冰冰的电视萤幕前观看半决赛，身处足球场现场观赛，是一种无以铭状的兴奋。尽管威尔士无法挺进决赛，我却被他们粉丝的热情深深打动。这让我学习到，我们可以输了赛事，却绝不能失去精神！现在的我将视足球为世代相传的运动。” Denise Ng 说。

最幸运的大马子民会见 Man of the Match

优管红人 Reuben Kang 与 Carlsberg 合作并纪录整个旅程的体验。对于他而言，得以亲身会见 C 罗纳多 (Cristiano Ronaldo) 并拥有合照的机会，是极度幸运的事。这全赖 Carlsberg，方得圆梦。“这简直是奇妙的经历！与 C 罗纳多见面堪称我一生中最美好的时刻！” Reuben Kang 说。

