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Corona Introduces “This is Living” Global Campaign

Corona Celebrates the Magical Hour of Sunset with Corona Sunsets Hour

BANGSAR, 30 August 2016 —CORONA introduces ‘This Is Living’ global campaign tapping into the universal desire for freedom, the brand wants to inspire people to go outside and live more moments that matter. Imagine the sunset stands at a time everyday where we feel the energy of the world shifting from day to night, no matter where you are. This idea was brought to life at the recent Corona Sunsets Hour, an activation part of “This is Living” global campaign, which is Corona’s everyday take on the happy hour. Held at Mantra Bar & Lounge, urbanites embraced this sunset feeling as they transitioned to a reenergized state, ready for new experiences.

Enjoying the sunset on a rooftop can be a great escape from the busy city’s hustle and bustle. So, Corona took it up a notch with Sunsets rooftop celebration where guests joined the immersive concept consisting of a unique blend of specially commissioned soundtracks, bespoke interiors. To embody the spirit of ‘Sunsets’ Hour, guests were encouraged to #sharethesunset by wearing Corona Sunsets Tattoos and got their faces painted, to stand a chance to win a personalised Corona Sunsets Moment worth RM2000! Adding icing to the cake, the versatility of the brew’s flavours were showcased by concocting two enticing cocktails Corona Sour and Corojito mixed with a medley of spirits and liqueurs, all with Corona as their base.

Elevating the hospitality experience that aims to transport people to the beach mind-set, Corona has moved beyond the typical pop-up bar with an experiential bar here to stay. Corona has partnered with Mantra Bar & Lounge to create a Corona Spiritual Homes that embodies the spirit of the beach. Known as the first Spiritual Homes of Corona in Malaysia, Mantra will bring urbanites physically and emotionally to the beach. Upon arrival to this spiritual home, urbanites will find themselves in awe. Feet in the sand, a Corona in hand and space to breathe.

Supporting the campaign, Juliet Yap, Marketing Director of Carlsberg Malaysia, says: “At CORONA we want to capture the desire to disconnect in order to reconnect and re-energize, a sentiment that resonates with our consumers on a global scale. ‘This Is Living’ will celebrate the authentic, simple, and beautiful moments in life spent outside. In this light, we believe Mantra Spiritual Homes to be a

natural fit for the brand. To celebrate more beautiful moments outside, sunsets will now become extra special with a specially prepared Corona sundowner of the two Corona cocktails showcased today made available at Mantra now!”

For more information about Corona, please visit www.facebook.com/CoronaMY.

Corona“活在此时此刻”全球活动

与 Corona 日落时刻同庆日落时的神奇时光

孟沙，2016年8月30日 - 很多人终其一生都在追求自由，CORONA 在最新全球活动中喊出“活在此时此刻” (This is Living) 的口号，冀启发人们走出户外，活出更具意义的时刻，实践对自由的欲望。想像无论我们身在何处，每一天都能从日落中感受世界日夜更迭的能量。Corona 也已经将此构想搬到现实生活中，充分体现每一天都是欢乐时光的理念，为“活在此时此刻”全球活动掀开序幕。这个设在 Mantra Bar & Lounge 的活动，让到场的都市人享受日落时光，充电过后转换心情，做好准备迎接全新体验。

有些时候，唯一的方法只有向上！高高地站在屋顶享受日落时刻，不失为远离都市繁忙喧嚣的方法，Corona 深谙此道理，将日落派对搬上屋顶，现场特别混音音乐及专属装潢让宾客们完全投入其中。为了体现“日落”的精神，宾客也受邀现场#sharethesunset，展示 Corona 日落的艺术纹身及脸部彩绘，赢取专属的 Corona 时刻！现场也示范以 Corona 特别炮制的 4 款诱人鸡尾酒，分别为混合各种酒精的 Corona Sunsets、Corona Sunrise、Corona Sour 和 Corojito，将现场氛围推上高潮。

为了让到场者感觉犹如置身于海边，比起一般流行酒吧，Corona 呈现的是体验型的酒吧。Corona 与 Mantra Bar & Lounge 特别联手打造承载海滩精髓、大马首创的 Corona Spiritual Homes，Mantra 将把都市人的身心灵皆带到海边，让人一到此地就感觉身历其境，脚踩著沙、人手一瓶 Corona 及让人绝对放松的空间。

大马 Carlsberg 市场总监叶睨涵到场支持此活动时说：“藉由 Corona，我们希望满足人们想要摆脱现状，以重新接轨及充电的欲望，这几乎是来自全球消费者的共鸣。活在此时此刻的活动将记录这些在外既真实、简单又美好的时刻。在此前提下，我们相信 Mantra Spiritual Homes 会非

常适合这个品牌。如今在外庆祝更多美好时刻，将可以在 Mantra 饮用今天特别展示的 4 款 Corona 调酒，未来日落将因此变得格外特别！”

请浏览 www.facebook.com/CoronaMY , 获取更多 Corona 相关资料。

欲进一步查询，请联络：

Elynn Chuah
Brand Manager

D/L: 03 – 5522 6334

elynn.sl.chuah@carlsberg.asia

Jacqueline Lee
Senior Executive, Corporate Communications & CSR

D/L: 03 – 5522 6241

jacqueline.lee@carlsberg.asia

ABOUT CORONA

Born in Mexico and brought up on the beach, Corona is the leading beer brand in Mexico, the 6th most valuable beer brand in the world, and the most popular Mexican beer worldwide, with sales in more than 130 countries. Corona Extra was first brewed in 1925 at the Cervecería Modelo in Mexico City. Corona is the perfect complement to life's simple pleasures. The golden colour, light refreshing flavor and iconic hand painted bottle, topped off with a freshly squeezed lime.*

**SOURCE: 2015 BrandZ™ Global 100 Most Valuable Brands*

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 .