

FOR IMMEDIATE RELEASE

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350,000 Somersby Apple Ciders at RM5 each to Celebrate Apple Day

Enjoy #ThatWeekendFeeling this Apple Day!

Shah Alam, 20 October 2016 —Sir Isaac Newton discovered the theory of gravity with a single apple falling from the tree. Somersby, a refreshing cider made from real apple fruit juice, invented the concept of #ThatWeekendFeeling and is celebrating the Apple Day on 21st October 2016 with a special price of RM5 each available at participating bars and restaurants over a 3-week period from 21 October to 11 November 2016.

Apple Day, initiated in year 1990 at Convent Garden, London, is a day to recognise the wealth and variety of apples. It has evolved over the years and is now celebrated aboard with events to sell hundreds of apple varieties. The country's leading apple cider, Somersby took lead to celebrate Apple Day by spreading the balance of flavour and sweetness of both the cider and the fruit with 350,000 bottles of Somersby Apple Cider at RM5 per bottle. Somersby Apple Cider fans can obtain the special price voucher from four major newspapers – The Star on Oct 21st and 24th, The Sun on Oct 24th, China Press on Oct 24th and Sin Chew Daily on Oct 21st and 24th.

All one needs to do is redeem a bottle of 330ml Somersby Apple Cider at RM5 by presenting the mentioned voucher to participating outlets! For those who wish to celebrate the Apple Day with families and friends, one can buy a 6-can pack, 320 ml of Somersby Apple Cider at RM39.99 during a 3-day special from 21st to 23rd October 2016 from participating convenience stores and hypermarkets at AEON, AEON Big, AEON MaxValue, Cold Storage, Giant, Jason's Food Hall, Mercato and Tesco.

"Somersby, the country's fastest growing cider is rejuvenating consumers' spirits through #ThatWeekendFeeling campaign - a series of activations that capture #ThatWeekendFeeling anytime, any day with this sweet, bubbly and naturally refreshing cider. The brand will continue to use light hearted ways to engage with our consumers because this is exactly what the brand stands for – fun and quirky. But we take our apples seriously! Somersby Apple Cider is made from real apple juice, and it is giving fans a shortcut to #ThatWeekendFeeling this Apple Day!" said Juliet Yap, Marketing Director of Carlsberg Malaysia.

Tantalising consumers taste buds further, Somersby Apple Cider is now made available in 320ml can at 4.5% ABV, available across major supermarket chains. Adding more variants to satisfy different taste palates of fans, the cider is also available in Pear and Blackberry flavour.

For more information on Somersby Cider, please visit www.facebook.com/SomersbyMY

About Somersby Cider

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider is sweet and refreshing with no beer after-taste. It is an easy-drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider is available in Apple and Pear flavours.

For further enquiries, please contact:

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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 .

350,000 瓶 Somersby 苹果酒以每瓶售价 RM5 , 欢庆苹果日

苹果日享受 #ThatWeekendFeeling !

莎阿南 2016 年 10 月 20 日—一粒苹果掉落 到地上使让艾萨克·牛顿发现地心引力的理论。Somersby 是一个以发酵果汁还有天然水果调味酿制的清爽苹果酒，同时也创造了#ThatWeekendFeeling 的概念。为了欢庆 10 月 21 日的苹果日，消费者可以在特定的酒吧和餐厅购买 RM5 特价的果酒。这特价长达三周，从 2016 年 10 月 21 日至 2016 年 11 月 11 日。

在 1990 年，苹果日在伦敦的考文特花园开创。苹果日的意义源于认识苹果的丰盛和品种。苹果日已经年续发展了很多年，如今也联办活动以推介百种苹果。为了推广苹果酒和苹果恰到好处的味道与甜味，国内增长速度最快的苹果酒 Somersby 领先庆祝苹果日，推出 350,000 瓶的 Somersby 苹果酒以 每瓶价 RM5 售卖。Somersby 苹果酒的粉丝可以从四大报章获取特价优惠券 – 10 月 21 日及 24 日于 The Star, 10 月 24 日于 The Sun, 10 月 24 日于中国报，星洲日报在于 10 月 21 日及 24 日。您只需要在特定的销售出兑换特价优惠券就可以以 RM5 购买一瓶 Somersby 苹果酒 (330 毫升)。从 10 月 21 日至 10 月 23 日，有兴趣与家人和朋友庆祝苹果日的消费者可以在特定的便利店和超级市场 (AEON, AEON Big, AEON MaxValue, Cold Storage, Giant, Jason' s Food Hall, Mercato and Tesco)以特别售价 RM39.99，购买六罐 320 毫升的 Somersby 苹果酒。

大马 Carlsberg 市场总监叶驛涵说：“国内增长最快的 Somersby 果酒将展开新的 #ThatWeekendFeeling 活动，以让消费者在享受清甜、充满气泡及天然清爽的 Somersby 苹果酒的同时，也随时随地在每一天和每一个时候捕捉到周末的悠然自得。我们特地选用以轻松的方式宣传这活动，以拉近与消费者的距离，因为这完全是此品牌的精神所在，好玩有趣且活力充沛！此外我们很注重我们的苹果，Somersby 苹

果酒是由真正的苹果酿制而成，它马上就可以让你有#ThatWeekendFeeling 的感觉!”

此品牌亦将继续挑逗消费者味蕾，Somersby 苹果酒现在已经以 320 毫升罐装销售，酒精含量 4.5%。为了满足粉丝的味觉，Somersby 果酒也有推出黑莓及啤梨口味。

欲知更多 Somersby 果酒的详情, 请登录 www.facebook.com/SomersbyMY .

关于 Somersby 果酒

Somersby，国内增长速度最快的果酒，是一个以发酵果汁还有天然水果调味酿制的清爽酒精饮料，最适合加冰饮用。Somersby 果酒酒精含量为 4.5%，香甜清爽且没有喝完啤酒过后的苦涩感，为啤酒以外较容易饮用的气泡饮料，是个适合在任何一天的任何时刻畅饮的酒精饮品。Somersby 果酒也有苹果及啤梨口味。

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