

FOR IMMEDIATE RELEASE

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Carlsberg Celebrates Golden Opportunities this Chinese New Year by Footing 293 Grocery Bills

Over 2,000 Consumers Enjoyed Probably the Best CNY Shopping Experience!

Shah Alam, 23 January, 2017 – Probably the best Chinese New Year (CNY) shopping experience proven! Carlsberg gave 293 shoppers the golden opportunity to fill up their pantries in time for the festivities by paying for their CNY shopping cart. Over 2,000 shoppers who purchased a minimum of RM200 of Carlsberg Malaysia's products at 8 selected AEON and AEON BiG outlets on 7, 8, 14 and 15 January 2017 tried their luck and participated in "Weather Vane Digital Spin" and stood a chance to have their CNY groceries paid for courtesy of Carlsberg, or walk home with other prizes.

Carlsberg's Probably the Best CNY Shopping Experience nods the brand's commitment which strives to deliver the finest quality in everything it does, and in this case, a unique and probably the best CNY shopping experience, with probably the best beer. This campaign aimed at adding excitement to the otherwise typical mundane task and bringing to life the essence of Carlsberg's brand promise.

"Shopping for groceries especially during the festive period isn't always the most exciting thing to do. Carlsberg has added a little spice to my grocery shopping this festive season!" said Chuah Kee Heng aged 47 who walked home with RM500 worth of groceries from AEON Bukit Tinggi.

Chee Nget Yin, aged 60, whizzed around AEON Cheras Selatan for an hour, bagging more than RM700 worth of free groceries. The loyal Carlsberg drinker for the past 30 years was thrilled with her haul. "It's only natural for me to stock up on more Carlsberg and Somersby Cider over the festive season! It was a brilliant prize that my friends and family can now enjoy during this CNY with our favourite seafood dishes! This year, we'll be enjoying our CNY meals with Carlsberg Smooth Draught!"

Lee Li Fong, walked home with more than 4 cartons of Carlsberg and Carlsberg Smooth Draught from AEON BiG Talim courtesy of Carlsberg. "Ultimately, Carlsberg made the experience of purchasing my preferred beers – Carlsberg and Carlsberg Smooth Draught more enjoyable during this festive season! Thank you, Carlsberg!"

Cha Ah Ee, received probably the best shopping experience at AEON Ipoh Station 18. Carlsberg has achieved its goal to make our shopping experience better. I am definitely happy and grateful with my haul today!" she expressed.

After noticing a print advertisement 34-year old Danny Ho decided to try his luck at Aeon BiG Subang Jaya. "I am grateful and jubilant to have won this prize! I have been purchasing Somersby Apple cider regularly for the past 3 years, and with this campaign, it made my purchases even more worthwhile. Now, I can share Somersby Cider and Asahi with my guests and family!"

Adding to the spirit of CNY, Carlsberg is also running consumer promotion from 3 January to 28 February 2017 across participating restaurants, coffee shops and food courts. Beer lovers who purchase three (3) big bottles of Carlsberg or Carlsberg Smooth Draught will receive a deck of playing cards and stand a chance to win attractive bonus prizes such as Samsung Home Theatre System, Ogawa Handheld massager and many more!

Find out more about Carlsberg's activations, venues and promotions at www.facebook.com/CarlsbergMY

Carlsberg 与您欢庆处处生机的农历新年总共支付 293 购物账单

超过 2000 名消费者享受堪称最佳新年购物体验

(莎阿南 24 日讯) 堪称最佳新年购物体验深获印证! 处处生机, 事事畅意, 堪称新年最大惊喜; Carlsberg 总共为 293 名消费者带来黄金机遇: 支付他们的农历新年购物账单, 让他们欢天喜地填满家里的储藏室, 迎接佳节, 过一个大丰收的金鸡年。

自从推出“您购物, Carlsberg 支付”的独特促销活动后, 超过 2000 名消费者, 于 2017 年 1 月 7、8、14 和 15 日期间, 在指定的 8 家 AEON 和 AEON Big 霸级市场, 以不少过马币 200 零吉购买 Carlsberg (马来西亚) 优质产品的消费者, 都省去排长龙等付款的过程, 还可以在 Carlsberg 特别设立的专道, 以 Carlsberg“风向标”转一转运气。

他们都期望又期待, 这一回购买的年货, 可以享有“您购物, Carlsberg 支付”的惊喜优惠, 或把其他丰富赠品带回家。

Carlsberg 堪称最佳新年购物体验, 落实企业品牌的承诺, 努力不懈, 坚定不移, 带给消费者极致品味的享受, 以及优异品质的回馈; 也就是这个承诺和信托, 促成了独树一帜的堪称最佳新年购物体验, 以及堪称全球最佳啤酒的一连串盛事。

这项促销优惠, 既是一个独创的特惠典范, 也是一个振奋的实质平台, Carlsberg 更把企业品牌的真髓与承诺, 注入消费者的生活中, 与之携手并进。

47 岁的 Chuah Kee Heng, 在武吉丁宜的 AEON 捧走价值马币 500 零吉的年货。他说: “买东西, 特别是在佳节期间, 并不是人人都迫切热衷的事, 但 Carlsberg 今年为我的佳节购物, 增添了色彩。”

60 岁的 Chee Nget Yin, 在蕉赖南区的 AEON 逛了约莫一个小时, 那一天的他, 福星高照, 因为他带走价值马币 700 零吉的免费年货。30 年以来, 他一直都是 Carlsberg 的忠实畅饮者, 他以雀跃的心情说: “每逢佳节来临, 我已经习惯添购更多

Carlsberg 和 Somersby 果酒；现在，我感觉好像中头奖一样，我的家人和朋友，可以在这个农历新年好好享用海鲜大餐。今年，我们的餐桌上除了佳肴美食，还多了 Carlsberg 顺啤哩。”

另外一位要分享 Carlsberg“处处生机”的故事的幸运儿，是 Lee Li Fong，他在怡保华林 AEON Big 获赠 4 箱 Carlsberg 和 Carlsberg 顺啤。他说：“这个佳节，在我购买我偏爱的啤酒 Carlsberg 和 Carlsberg 顺啤的整个过程，Carlsberg 令我更加享受；谢谢 Carlsberg。”

同样的“生机”，也降临在 Cha Ah En 的身上。他在怡保 18 站的 AEON，获得价值马币 800 零吉的免费年货，绝对是堪称最佳新年购物体验。她说：“Carlsberg 落实了目标，让我们的购物体验更加美妙，对于今天的收获，我绝对是高兴又雀跃。”

34 岁的 Danny Ho，通过印刷媒体的广告获悉这个资讯后，决定到梳邦 AEON Big 试一试运气。他说：“当被选为优胜者的那一刻，我很感激又欢腾，过去 3 年，我定期购买 Somersby 苹果酒，因为它很甜美，味道又令人陶醉。也因为有这个促销活动，我这次的购物肯定物超所值。现在，我迫不及待跟家人和朋友，一起举杯享用 Somersby 果酒和 Asahi。”

为增添佳节气氛，Carlsberg 于 1 月 3 日起至 2 月 28 日，在指定餐厅，咖啡店和饮食中心，展开一连串的促销活动，凡购买 3 大瓶装 Carlsberg 或 Carlsberg 顺啤，将获赠一副扑克牌，另有机会赢取其它奖品，包括三星家居电影院系统，Ogawa 手部按摩机等等。

欲知道更多 Carlsberg 活动，地点及促销详情，欢迎浏览
www.facebook.com/CarlsbergMY。

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.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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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 .