

FOR IMMEDIATE RELEASE

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Probably the Best CNY Open House and Luncheon Celebrating Golden Opportunities this CNY with Carlsberg

Shah Alam, 7 February, 2017 – Carlsberg Malaysia hosted a Chinese New Year (CNY) Open House and Luncheon on the 11th day of the Year of the Rooster to celebrate the auspicious festivities with its trade partners, distributors and leaders of various association. Taking inspiration from the mandarin pronunciation of Rooster (鸡 jī), which bears the same pronunciation as 'Opportunity' (机 jī), Carlsberg, probably the best beer in the world, wishes all a year filled with golden opportunities!

With the 6 feet tall 'Golden Rooster' icon formed by auspicious four Chinese characters 处处生机 [chù chù shēng jī] as background, Managing Director Lars Lehmann led the management team of Carlsberg Malaysia to propose a toast of appreciation to its business associates and members of the media for making Carlsberg's CNY Campaign a success, giving a positive start to the year. Guests were welcomed with an array of ice cold brews – Carlsberg, Carlsberg Smooth Draught, Asahi Super Dry, Kronenbourg 1664 Blanc, premium draught stout Connor's Stout Porter and Somersby ciders by Carlsberg Malaysia; treated with delectable CNY cuisine and serenaded with CNY songs and music performed by Astro artiste Vicky as well as entertained with a lion dance performance.

"We are very pleased to bring Carlsberg's Golden Opportunities promotion to life for 2,000 shoppers who enjoyed *"Probably the Best CNY Shopping Experience"* at the AEON and AEON BiG hypermarkets and with over 290 shoppers got their CNY groceries paid by Carlsberg! In addition, we are glad to learn that hundreds of Carlsberg drinkers won prizes from the consumer promotions we held at some participating restaurants, coffee shops and food courts," Lehmann added.

"Taking pride in our dynamic portfolio of brands, we have mobilized over 330 employees to partake in a company-wide *"Go-to-market"* exercise at 230 hypermarkets nationwide. I am very proud to see my fellow colleagues bring their A-game as they promoted our brews, engaged with consumers and conducted sampling on our new brew Carlsberg Smooth Draught and the country's leading cider Somersby Apple and Blackberry Ciders," Lehmann added.

Carlsberg's Golden Opportunities consumer promotion is still running across many participating restaurants, coffee shops and food courts nationwide until 28 February 2017. 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 up to 40,150 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

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.

For further enquiries, please contact:

Koh Kian Mei
Brand Manager, Carlsberg Brand

D/L: 03 – 5522 6340

kianmei.koh@carlsberg.asia

Jacqueline Lee
Senior Executive, Corporate Communications & CSR

D/L: 03 – 5522 6241

jacqueline.lee@carlsberg.asia

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 .