

FOR IMMEDIATE RELEASE

Press Statement 25/2017

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Carlsberg Malaysia #CelebrateResponsibly on the 3rd annual Global Be(er) Responsibility Day

Shah Alam, 14 September 2017 – Carlsberg Malaysia, for the 3rd consecutive years, pledged support towards the Global Be(er) Responsibility Day (GBRD) on 15 September 2017, a worldwide effort to promote the responsible consumption of beer. Themed #CelebrateResponsibly, the brewer aimed to raise awareness of responsible drinking and advocate no drink driving should one's Breath Alcohol Content (BAC) exceeds legal limit of 0.08%. This effort is in support of the brewer's new sustainability strategy, *Together Towards ZERO*, where it sets bold ambition for a society with zero irresponsible drinking.

"Beer should be enjoyed in moderation. We believed in targeted interventions, organised collectively in a multi-stakeholder set-up to drive mindset and behavior change. With that in mind, we celebrate GBRD this year by collaborating with our trade partners to activate #CelebrateResponsibly efforts in conjunction with the upcoming Oktoberfest campaign," Pearl Lai, Corporate Communications and CSR Director commented.

"In addition, we are also in the process of incorporating the message – 'Meminum arak boleh membahayakan kesihatan' (*Excessive alcohol consumption is harmful*) on label of all products' packaging in compliance with the amendment to Food Regulations 1985 by the Ministry of Health," Lai added.

Part of the Carlsberg Group, Carlsberg Malaysia is one of the 20 Carlsberg markets globally namely Denmark, France, Finland, Russia, China, India, just to name a few, to celebrate GBRD this year. At the global level, Carlsberg Group aims to reach over 20 million beer consumers through various localised activation in collaboration with partners including restaurants, bars, authorities and NGOs.

Carlsberg Group has set a bold vision for a society without irresponsible drinking. By 2030, it aims to see a continuous reduction of key responsible drinking statistics in all of its markets in support of the World Health Organisations (WHO) objective to reduce harmful use of

alcohol, and Sustainable Development Goal 3 – to ensure healthy lives and promote well-being for all ages.

Cees t' Hart, CEO of the Carlsberg Group, said: "On Global Be(er) Responsibility Day, we celebrate the positive role of beer in society and our year-round efforts to promote responsible drinking. It is a strong example of how we are working towards our vision for a society with ZERO irresponsible drinking, as part of our new sustainability strategy, Together Towards ZERO. I am particular pleased to see so many of our business partners and stakeholders joining us in this effort and work on collective solutions to address a societal challenge."

On GBRD, the Group will run a variety of programmes aimed at reducing the harmful use of alcohol – including the prevention of drink driving and underage drinking, server and seller training efforts and consumer education programmes. Some of the selected local markets will promote a high-quality range of alcohol free products to give consumers a broader set of choice at different drinking occasions.

About the Global Beer Responsibility Day

Established in 2015, Global Beer Responsibility Day is an annual industry-wide initiative, led by Anheuser-Busch InBev, Carlsberg and HEINEKEN, to highlight and reinforce the responsibility efforts conducted by brewers, wholesalers, retailers, government and enforcement officials, NGOs and other partners. On Global Beer Responsibility Day, the three global brewers will showcase and launch a variety of programs aimed at reducing the harmful use of alcohol, including drink driving and underage drinking prevention, server and seller training efforts and consumer education programs, among others.

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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.

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Carlsberg 集团以 #CelebrateResponsibly (#理性饮酒) 迎接第三年度全球啤酒责任日

莎阿南 14 日讯 – 马来西亚 Carlsberg 集团连续三年承诺全力支持全球啤酒责任日 (Global Be(er) Responsibility Day / GBRD)。这个落在 2017 年 9 月 15 日的活动，是一项全球性的推广活动，以促进负责任的饮酒。集团通过这项主题为 #CelebrateResponsibly (理性饮酒) 的活动，促进负责任饮酒的意识，倡议驾车不饮酒；但凡一个人的吹气酒精含量 (Breath Alcohol Content / BAC) 超出了法定 0.08% 就不应驾车。集团也推出一项最新永续性策略，即同心迈向零不责任 (*Together Towards ZERO*)，以致力塑造一个‘零不责任饮酒’的社会。

企业传讯及企业社会责任总监赖明珠分享道：“我们认同饮酒必须有节制，同时，我们也认为，可透过一个多方集体行动的干预性方针，来改变人们的思维和饮酒的行为。秉持这一点，我们今年也配合即将来临的啤酒节 (Oktoberfest)，与我们的商业伙伴联手展开了 #CelebrateResponsibly (理性饮酒) 的运动。此外，我们亦遵循卫生部 1985 年食品管制修正条例，透过产品的包装标签，向大众传达了‘酗酒有害健康’的讯息。

作为 Carlsberg 总集团旗下市场之一，马来西亚 Carlsberg 集团今年与其它 20 个国家，如丹麦、法国、芬兰、俄罗斯、中国、印度等国一起同步共迎全球啤酒责任日。至于全球层面，Carlsberg 总集团放眼透过各项与伙伴，包括餐厅、酒吧、政府当局和非政府组织，携手推动的地方性活动，希望能够覆盖 2 千万名啤酒消费人。

Carlsberg 总集团已经立下宏愿，全力缔造一个零不责任饮酒的社会。并放眼在 2030 年，能够降低责任饮酒下的主要数据，以支持世界卫生组织减少酗酒危害的宗旨，以及达致永续发展目标 3，让各年龄层的人都能享有一个健康的生活。

Carlsberg 总集团首席执行官 Cees t' Hart 说：“谈及全球啤酒责任日，我们则重于啤酒的正面社会角色，并全年积极推动理性饮酒。我们誓愿缔造一个零不责任饮酒社会，推出全新永续策略‘同心迈向零不责任’，就是一个鲜明的例子。我也很欣慰能够看到我们的许多商业伙伴和相关者，都与我们携手合作共谋集体方针，一起应对这个社会挑战。”

为了配合全球啤酒责任日，Carlsberg 总集团将推动各项活动，以减少酗酒的危害，包括防止酒后驾车与未成年饮酒、服务与售卖者培训以及消费人教育计划等。我们也计划在特定本地市场推出高质量的无酒精产品，让消费者在欢聚小酌的场合，能够有更广泛的饮料选择。

关于全球啤酒责任日

全球啤酒责任日 (Global Beer Responsibility Day) 是由百威英博 (Anheuser-Busch InBev)、Carlsberg 及喜力啤酒 (HEINEKEN) 联手于 2015 年发起的常年活动，在全球范围与集团、批发商、零售商、政府及执法人员、非政府组织及其他伙伴等共同推动理性啤酒消费。而这三家啤酒公司也将在全球啤酒责任日推出各项活动，以减少酗酒危害，包括防止酒后驾车和未成年饮酒、服务与售卖者培训以及消费人教育计划等。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。