

FOR IMMEDIATE RELEASE

Press Statement 01/2018

2 January 2018

Page 1 of 4

Carlsberg Rings in Probably The Most Victorious New Year

Auspicious red caps and pull-rings bring cheer for shoppers and consumers

Shah Alam, 2nd January 2018 – Cultural traditions are at the very heart of Chinese New Year (CNY) celebrations in Malaysia. Chinese wear red colour clothes and decorate their homes with red accessories as red is an auspicious colour. Carlsberg Malaysia honours these cultural traditions by featuring the auspicious colour red in all festive edition bottle caps and pull-rings of Carlsberg and Carlsberg Smooth Draught; and by rewarding consumers through Probably The Most Victorious promotion leading into 2018.

Carlsberg, *Probably The Best Beer In The World* and Carlsberg Smooth Draught, *Probably The Smoothest Beer in the World* ring in the lunar new year with the theme “*Probably The Most Victorious Year*” inspired by the Chinese saying Qí Kāi Dé Shèng (齊開得勝), which means “flagging off victory of an undertaking” or “together, we achieve success”.

Carlsberg’s CNY greeting advertisement creatively showed four auspicious red bottle caps burst out from Carlsberg and Carlsberg Smooth Draught bottles wishing everyone “Be Jolly Together”, “Abundance of Happiness”, “A Simply Satisfying Year” and “Cheers!” or “Yum Seng!” in Mandarin language. When combining the four key Chinese words, it reads as “*Probably The Most Victorious Year*”. It is fitting then that in 2018, the brewer ushers in CNY with a toast (*yum seng*) to its consumers by rewarding their continued support and spurring them on to have Probably The Most Victorious Year ahead.

Consumers and shoppers stand to win thousands of cash prizes and giveaways this CNY as part of Carlsberg’s “Yum Seng” promotions, “Probably The Best CNY Shopping Experience” and other related consumer promotions at participating outlets, supermarkets and hypermarkets. All bottle caps and can pull-rings of Carlsberg and Carlsberg Smooth Draught festive packaging will sport the eye-catching red colour with attractive prizes up for grabs”.

Consumers who uncover the image of ‘88’ under the red bottle caps of Carlsberg and Carlsberg Smooth Draught big bottles stand a chance to win Bonus Prizes consisting of cash prize “ang pow” of RM88 each, with 8,000 prizes up for grabs; or one carton of 24-can Carlsberg Smooth Draught or Somersby Apple Cider, when they spot the respective brands’ logo printed underneath their red bottle caps, with 1,000 prizes for each brand across participating restaurants, coffee shops and food courts from Jan 1 to Feb 28, 2018.

At participating super- and hypermarkets, with every purchase of a 24-can Carlsberg or Carlsberg Smooth Draught CNY festive promo pack, consumers stand a chance to win one-year complimentary supply of 24-can pack of Carlsberg or Carlsberg Smooth Draught, totalling 12 cartons, if one spots the promo code 'CS' underneath any of the colour red pull-rings; or win a 4-can pack of Somersby Apple Cider if they spot the promo code 'SA'.

Carlsberg's "Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays" is back by popular demand for the second consecutive year. Shoppers, who purchase RM200 worth of Carlsberg Malaysia's products from selected AEON, AEON BiG, Giant and Tesco outlets, will qualify to participate in "Probably The Most Victorious Game" and stand a chance to have their CNY groceries, worth up to RM800 max, all paid for courtesy of Carlsberg, or win other fabulous prizes. This activity will be held on Jan 13, 14, 20, 21, 27, 28 and Feb 3 and 4.

Additionally, shoppers who purchase one or more cartons or combo deals of 4 sets of 4-can packs from the Carlsberg Malaysia's premium brews such as Somersby Apple and/or Blackberry Cider, Kronenbourg 1664 Blanc and Asahi Super Dry will stand to redeem one Probably The Best reusable bag on a first come, first served basis from over 500 participating super- and hypermarkets during the promotion period.

Find out more about Carlsberg's promotions, events and activities during this festive season at www.facebook.com/CarlsbergMY or www.carlsbergmalaysia.com.my.

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.

For further enquiries, please contact:

Koh Kian Mei
Senior Brand Manager

DL: 03 – 5522 6325

kianmei.koh@carlsberg.asia

May Ng
Senior Executive, Corporate Communications & CSR

DL: 03 – 5522 6404

may.yk.ng@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 investments in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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.

供即刻发布

堪称最饮胜的大胜年

Carlsberg 春节换上喜气新红帽（瓶盖与拉环）与大家“齊開得勝”过丰年！

莎阿南 1 月 2 日讯 – 朗朗上口的新年歌词：无论男女或老少，穿新衣，戴新帽；体现了过年的隆重，而换上红色衣帽也意味吉祥喜庆，‘红’运当头。因此冬至一过，马来西亚 Carlsberg 集团也顺应时节，为堪称全球最佳啤酒 Carlsberg 与堪称全球最顺啤酒 Carlsberg 顺啤的瓶子戴新帽，把绿和银色瓶盖换成了喜气红瓶盖，也为罐装换上红色拉环，恭祝各界在这新禧年“齊開得勝”！

马来西亚 Carlsberg 集团一向重视传统文化的传承。为延续这种精神，它将华族丰厚的精神和文化内涵融入了 Carlsberg 新禧年的广告设计之中，为迎接佳节喜庆添加激情。而 Carlsberg 瓶盖上充满喜气的祝福：“齐欢乐”、“好开心”、“很得意”、“饮胜”，旨在激发人与人之间的亲近感，凸出了快乐的喜庆感，并愿大家一起把酒言欢，开怀畅饮，庆贺得意的 2017，并为充满新希望的 2018 饮胜！

正值辞旧迎新之际，马来西亚 Carlsberg 集团总不忘感恩与回馈，并在全国参与的商店、超级市场与霸级市场推出“饮胜”优惠、“堪称最佳新年购物体验”等多项促销，实质回报消费者们的支持，实现 Carlsberg “齐欢乐”、“好开心”、“很得意”、“饮胜”的佳节祝福！

凡于 2018 年 1 月 1 日至 2 月 28 日促销期间，在全马各地参与的餐厅、咖啡店及饮食中心购买 3 大瓶装 Carlsberg 啤酒或 Carlsberg 顺啤，即可获得一副精致扑克牌，而当您一开 Carlsberg 啤酒及 Carlsberg 顺啤的红盖，发现瓶盖垫出现“88”字样，即表示您赢得了价值 88 令吉现金红包，一共有 8,000 封红包待领取；如果您的瓶盖垫出现 Carlsberg 顺啤或 Somersby 果酒的标志，恭喜您，您即赢得一箱 Carlsberg 顺啤或 Somersby 果酒，各有 1,000 箱待您捧回家，让消费者名副其实“齊開得勝”！

而在促销期间，凡在超级市场及霸级市场购买礼盒式的 24 罐装 Carlsberg 啤酒或 Carlsberg 顺啤，只要发现红色拉环出现‘CS’字码，便可赢得一年共 12 箱 24 罐装的 Carlsberg 啤酒或 Carlsberg 顺啤免费供应；如果红色拉环出现‘SA’字码，即可获赠一套 4 罐装的 Somersby 果酒。

为了让 2018 年农历新年更非凡、更热闹，Carlsberg 堪称最佳新年购物体验之“你购物，Carlsberg 支付”活动，今年徇众要求，卷土重来！消费者凡于 1 月 13 日、14 日、20 日、21 日、27 日、28 日以及 2 月 3 日与 4 日，在全国指定的 AEON、AEON BIG、Giant 及 Tesco 购买至少 200 令吉马来西亚 Carlsberg 集团旗下的产品，即可参加“堪称最饮胜游戏”，并有机会赢取高达 800 令吉的年货，由 Carlsberg 诚意买单，恭祝各界：‘红’运当头！

除此之外，凡于促销期间，在全国 500 家参与的超级市场及霸级市场购买马来西亚 Carlsberg 集团旗下精酿啤酒一箱或以上或特惠组合的 4 套 4 罐装 Somersby 苹果酒及/或莓果酒、Kronenbourg 1664 Blanc 及 Asahi Super Dry 即可兑换“堪称最佳环保袋”，先到先得，至赠品送完为止。

欲了解更多关于 Carlsberg 的佳节促销、节目及活动，欢迎浏览 www.facebook.com/CarlsbergMY 或 www.carlsbergmalaysia.com.my。

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

更多咨询，请联络：

Koh Kian Mei 辜健婳
市场营销 高级经理

DL: 03 – 5522 6340

kianmei.koh@carlsberg.asia

May Ng 黄奕勤
企业传媒与社会责任高级行政

DL: 03 – 5522 6404

may.yk.ng@carlsberg.asia

成立于 1969 年并在大马交易所上市，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 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor’s Stout Porter 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