

FOR IMMEDIATE RELEASE

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Page 1 of 4

Carlsberg wishes you Probably The Most Victorious Year Celebration

RM6 million worth of prizes to flag off Chinese New Year

Petaling Jaya, 19th January 2018 – Carlsberg Malaysia ushers in this Chinese New Year (CNY) celebration with “*Probably The Most Victorious Year*” campaign, inspired by the Chinese saying Qí Kāi Dé Shèng (齊開得勝) symbolising the brewer “flagging off to successful ventures” or “together, we succeed” with the Malaysian Chinese community.

At the launch ceremony festooned with auspicious red and festive green at the Utama Shopping Centre today, *Probably The Best Beer in the World* – Carlsberg and *Probably the Smoothest Beer in the World* – Carlsberg Smooth Draught greeted over 350 guests and hundreds of shoppers “*Probably The Most Victorious Year*” this CNY. The campaign was brought to life by a magnificent stage set-up, a riveting lion dance with acrobatic pole jumping, martial art performance, a 24-season drum paired with a 8-foot giant drum performance, as well as sumptuous authentic Chinese fare and delicacies.

The brewer also celebrated the record-breaking of half a billion (or RM500,000,000) school-building funds the Top Ten Charity Campaign (Top Ten) accumulated over the last 30 years for approximately 650 schools. Top Ten, a flagship Chinese community project of Carlsberg Malaysia, joint efforts with two Chinese dailies China Press and Nanyang Siang Pau, has been championing fund-raising for the development of the Chinese education and schools in West and East Malaysia. To mark the milestone, Top Ten artistes also made a special appearance and performed a medley of CNY songs.

“Keeping to our traditions, we usher in CNY by rewarding our consumers for their support and loyalty and this year is no exception. We are glad to flag off this CNY with a resounding victory wishing all Malaysians “Be Jolly Together”, “Abundance of Happiness”, “A Simply Satisfying Year” and “Cheers!” or “Yum Seng!” Managing Director Lars Lehmann said as he unveiled the Chinese greeting messages when striking the four giant red bottle caps replica on-stage. When combined, the four key Chinese characters on the auspicious bottle caps read “*Probably The Most Victorious Year*”, wishing all Malaysians a victorious and successful year ahead.

Celebrating “*Probably The Most Victorious Year*” this CNY, RM6 million worth of prizes are up for grabs from Jan 1 to Feb 28 as part of Carlsberg’s “Everyone Is A Winner” promotion, “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays”, Carlsberg’s red pull-ring can promotion as well as other related consumer promotions at participating F&B outlets, supermarkets and hypermarkets.

In the “Everyone Is A Winner” promotion, consumers who purchase any 3 big bottles of Carlsberg or Carlsberg Smooth Draught, will get a deck of Carlsberg Smooth Draught CNY playing cards and stand a chance to win special bonus prizes. Those who uncover the image of ‘88’ underneath the red bottle caps of the mentioned beers, stand a chance to win a cash prize of *ang pau* of RM88 each, with 8,000 prizes up for grabs! If you spot the Carlsberg Smooth Draught or Somersby Apple Cider logos, you can redeem one carton each of the respective brands, with a total of 2,000 prizes available across participating restaurants, coffee shops and food courts.

For the second consecutive year, Carlsberg is rewarding grocery shoppers with “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays” promotion. Those who purchase RM200 worth of the brewer’s portfolio brands will qualify to participate in “Probably The Most Victorious Game” and stand a chance to have their groceries, worth up to a maximum of RM800, all paid for courtesy of Carlsberg, or win other fabulous prizes. This promotion runs on the weekend of Jan 13-14, Jan 20-21, Jan 27-28 and Feb 3-4 at selected AEON, AEON BiG, Giant, Tesco, Tesco Extra and Cold Storage outlets.

Great prizes await those who purchase a 24-can Carlsberg or Carlsberg Smooth Draught CNY festive promo pack at participating super- and hypermarkets, have a chance to win one-year’s complimentary supply of free beer, totalling 12 cartons. Winners just need to spot the promo code ‘CS’ printed underneath the red pull-rings for the special prize. For those who spot the promo code ‘SA’, he or she will walk home with 4 cans of Somersby Apple Cider.

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

And for those frequenting bars and pubs, they will receive a deck of Carlsberg Smooth Draught CNY Playing Cards for every bucket of Carlsberg Smooth Draught (5 small bottles – 325ml) purchased. Find out more about Carlsberg’s promotions, events and activities during this festive season at www.probablythebest.com.my or www.facebook.com/CarlsbergMY

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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 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.

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Carlsberg 盛庆堪称最饮胜的大胜年 新年豪砸 6 百万令吉真情回馈大众！

八打灵再也 1 月 19 日讯：秉持与民同欢共庆的精神，马来西亚 Carlsberg 集团今日正式推介 2018 年春节“堪称最饮胜的大胜年”，举国同庆“齊開得勝”，齐迎一个成功、富足的新年！

该集团今日在万达广场举行了一场红绿相映，充满喜庆的推介礼，并以堪称全球最佳啤酒 Carlsberg 及堪称全球最顺啤酒的 Carlsberg 顺啤款待 350 名参与其盛的商业伙伴、媒体及客户，以及现场数百名购物者。美酒佳酿，美味小食，配上高桩舞狮、24 节令鼓与 8 尺洛阳大鼓助兴，以及中华武术的压轴表演，亦为现场营造了一场视觉、听觉及味觉的盛宴。

大会也藉此庆祝华教《十大义演》累计筹款额突破了 5 亿令吉的创举。具有 30 载历史的《十大义演》，是马来西亚 Carlsberg 集团与南洋商报及中国报携手回馈华社的主要项目，所筹款项已令东西马超过 650 间学校受惠。为此，《十大义演》艺人也在大会特别演唱了连串的贺岁新年歌。

马来西亚 Carlsberg 集团董事经理雷盟主持推介礼，并揭示了瓶盖上喜庆词句“齐欢乐”、“好开心”、“很得意”、“饮胜”。他说：“将这四个瓶盖结合一起，就寓意齐迎‘齊開得勝’，愿大家过一个成功、快乐，富足的一年！”

每逢佳节，也是马来西亚 Carlsberg 集团真情回馈忠诚客户的时节。为此，马来西亚 Carlsberg 集团更豪砸 6 百万令吉，由 2018 年 1 月 1 日至 2 月 28 日，在全马各参与的商店、食肆、超级及霸级市场展开系列回馈活动，并准备了丰富的“人人都是大赢家”精美赠品、现金红包，一年免费啤酒供应，以及“堪称最佳新年购物体验! - 您购物，Carlsberg 支付”让客户添购年货，由 Carlsberg 诚意买单。

通过“人人都是赢家”的促销活动，凡在全马各地参与的餐厅、咖啡店及饮食中心购买 3 大瓶 Carlsberg 或 Carlsberg 顺啤，即可获得一副精致扑克牌，一旦发现 Carlsberg 或 Carlsberg 顺啤瓶盖内侧出现“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；如果您的瓶盖内侧印有 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”！

凡于促销期间，在超级及霸级市场购买 Carlsberg 或 Carlsberg 顺啤农历新年 24 罐促销装，只要发现红色拉环内侧印有 'CS' 字码，便可赢得一年共 12 箱 24 罐装的 Carlsberg 或 Carlsberg 顺啤供应；如果红色拉环内侧印有 'SA' 字码，即可获赠一套 4 罐装的 Somersby 果酒。

今年正是马来西亚 Carlsberg 集团连续第二年主办“堪称最佳新年购物体验 - 您购物，Carlsberg 支付”活动。因此，正忙着采购年货的消费者，别错过“堪称最佳新年购物体验 - 您购物，Carlsberg 支付”。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, Tesco, Tesco Extra 及 Cold Storage 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。马来西亚 Carlsberg 集团预祝全国民众：‘红’运当头！

与此同时，凡在全国 500 家参与的超级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。

除此之外，啤酒常客凡在酒吧、酒廊及娱乐场所购买一桶 5 小瓶（325 毫升）的 Carlsberg 顺啤，就可获得一副精美的 Carlsberg 顺啤新年扑克牌，先到先得，送完即止。

了解更多关于 Carlsberg 春节促销、节目和活动，请登录 www.probablythebest.com.my 或 www.facebook.com/CarlsbergMY。

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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 是世界上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