

FOR IMMEDIATE RELEASE

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Carlsberg wishes Sabahans Probably The Most Victorious Year Celebration this CNY

Ringling in CNY cheer in Sabah with RM6 million worth of prizes up for grabs

Kota Kinabalu, 20th January 2018 – Carlsberg Malaysia ushers in this Chinese New Year (CNY) celebrations 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 shall succeed” with the Malaysian Chinese community.

Held in conjunction with the Mah Sing’s Qube night market at the Sutera Avenue, *Probably The Best Beer in the World* – Carlsberg and *Probably the Smoothest Beer in the World* – Carlsberg Smooth Draught greeted over 300 guests and shoppers of the 3-day night market “*Probably The Most Victorious Year*” this CNY. The campaign was brought to life by a magnificent stage set-up in auspicious red and festive green, a riveting lion dance with acrobatic pole jumping, dragon dance, as well as a sumptuous Chinese buffet spread.

“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.

To hype the celebrations further, 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 has been championing the fund-raising for the development of the Chinese education and schools in West and East Malaysia. To mark the milestone, Top Ten artistes comprising Justin Lan, Jie Ying, Adrian Lee and Summer Grace (Yan Yan) also made a special appearance and performed a medley of CNY songs.

Mah Sing’s Chief Project Officer William Ow shared “We are delighted to be the official venue of this event. It is *#ProbablyTheBest* tie-up because Carlsberg Malaysia, a brewer that drives quality and innovation, shares the same vision as Mah Sing, a developer who aims to invent future living that enhances the quality of life. We are confident that by having Carlsberg’s CNY launch event here will further add vibrancy to the recently completed development and its 2-storey Festive Avenue retail shops featuring boutique shops, gourmet restaurants and other retails when operations begin.”

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,

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.

Great prizes await those who purchase a 24-can Carlsberg or Carlsberg Smooth Draught CNY festive promo pack at participating super- and hypermarkets, as they 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.

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

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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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2018 年 1 月 20 日

Carlsberg 恭祝沙巴子民过一个堪称最饮胜大胜年 夹带价值 600 万令吉新年大礼的春风吹醒了沙巴

亚庇 1 月 20 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！

此次活动是配合马星集团 Sutera Avenue 为期 3 天的 Qube 夜市，现场以堪称全球最佳啤酒 Carlsberg 啤酒和堪称全球最顺啤酒的 Carlsberg 顺啤款待 300 名受邀嘉宾，以及前来惠顾夜市的购物者，一起迎接“堪称最饮胜的大胜年。这场红绿相映，充满喜庆盛会，亦安排了精彩的高桩醒狮表演、美酒佳酿和新年小食，与民同乐同庆“齊開得勝”！

马来西亚 Carlsberg 集团董事经理雷盟指出，这是该集团的传统，在欢庆新年之余，总不忘回馈集团的忠实粉丝。他说：“瓶盖上喜庆词句“齐欢乐”、“好开心”、“很得意”、“饮胜”，结合在一起就寓意着大家迎来‘齊開得勝’，一起过一个成功、快乐，富足的一年，也藉此祝福马来西亚全民，‘齊開得勝’！”

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，为盛会锦上添花。具有 32 年历史的《十大义演》，是马来西亚 Carlsberg 集团履行社会责任，与南洋商报及中国报携手合作的主要项目，所筹款项已经惠及东西马超过 650 间学校。而《十大义演》艺人刘界辉、李文杰、赵洁莹及郭燕燕也贺喜而来，亦为盛会特别呈献了连串贺岁新年歌。

马星集团项目总监欧伟良受邀分享时说：“我们荣幸这里成为这项春节盛会的主办地点，让我们能够一尽地主之谊。马星集团和马来西亚 Carlsberg 集团‘堪称最佳大联合’，彼此有着诸多共同点，双方都重视品质和创新，并共同为更好的生活质量而努力。而 Carlsberg 春节盛会在这里引爆，肯定将为 Festive Avenue 双层精装店铺、食肆及零售注入活力，一旦投入运营，便可‘齊開得勝’。”

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 箱的 24 罐装 Carlsberg 啤酒或 Carlsberg 顺啤免费供应；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。

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，赠品送完即止。

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。

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。Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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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