

FOR IMMEDIATE RELEASE

Press Statement 05/2019

28 January 2019

Page 1 of 4

Over 3,000 beer lovers win BIG ahead of CNY with Carlsberg's "Prosperity Begins With A POP!"

Limited edition electronic mahjong tables, mahjong sets, beer vouchers, cash ang paus and FREE groceries to be won!

Shah Alam, 28 January 2019 – Carlsberg's "Prosperity Begins With A POP!" nationwide promotion has livened up the Chinese New Year (CNY) festivities rewarding more than 3,000 consumers nationwide for their love and support towards Carlsberg and Carlsberg Smooth Draught! It was a prosperous start to the New Year for these lucky beer lovers who participated in Carlsberg's "Prosperity Begins With A POP" which runs till 17 February 2019.

Malaysian beer lovers were seen walking home with big smiles having won prizes including FREE groceries worth up to RM800, electronic mahjong tables, mahjong sets, cash ang paus, beer vouchers and merchandise!

Back by popular demand for the third consecutive year, Carlsberg's "Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays" saw thousands of shoppers at supermarkets and hypermarkets walking home with shopping carts fully paid by Carlsberg and other fabulous prizes!

A purchase of RM200 worth of Carlsberg Malaysia's products will qualify to participate. This weekend may be your lucky chance as the last activation takes place on Jan 26 and Jan 27 from 12pm to 3pm and 6pm to 9pm!

Last weekend of "Probably The Best CNY Shopping Experience" activation dates and times:

Region	Date	Time	Location
Northern	26 Jan	12pm to 3pm	Giant Hypermarket Falim Ipoh & TF Value Mart Teluk Intan 1
	26 Jan	6pm to 9pm	TF Value Mart Sungai Siput & TF Value Mart Seri Manjung 2
Central	27 Jan	6pm to 9pm	Billion Jelapang, Billion Kota Permai & Billion Manjung
	26 Jan	12pm to 3pm	Giant Hypermarket Klang, Aeon Bandar Utama & Aeon Mid Valley
	26 Jan	6pm to 9pm	Giant Supermarket Desa Petaling & Aeon Station 18
	27 Jan	12pm to 3pm	Aeon BIG Kepong, Aeon BIG Mid Valley & Aeon BIG Tropicana

	27 Jan	6pm to 9pm	Aeon BIG Subang Jaya & Billion Semenyih
Southern	26 Jan	6pm to 9pm	Cold Storage Plaza Pelangi
East Coast	27 Jan	12pm to 3pm	TF Value Mart Mentakab
	27 Jan	6pm to 9pm	TF Value Mart Bentong 2
Sabah	26 Jan	12pm to 3pm	Servay Hypermarket Penampang
	27 Jan	12pm to 3pm	City Grocer Suria Sabah

More than 600 lucky consumers across Malaysia have also uncovered *lucky bottle caps* when enjoying Carlsberg and Carlsberg Smooth Draught big bottles at coffee shops and food courts. They have won themselves Carlsberg's electronic mahjong table that auto shuffles tiles for hassle-free enjoyment; mahjong sets and RM100 cash ang paus.

"It was one of the casual nights where my friends and I decided to enjoy beers at our favourite food court in Ipoh. Who'd knew that enjoying Carlsberg can be so rewarding!" said 34-year old F&B worker Leong Ching Hoo, one of the grand prize winners of an electronic mahjong table.

Ng Chin Huat from Cheras is excited to showcase the beautiful green mahjong set by Carlsberg to play with his siblings this CNY.

Elevating drinking occasions leading up to the festivities, stand a chance to win RM100 beer vouchers from Carlsberg! Kuchingite Voon Jee Kiun was all smiles when he discovered the *lucky card* inside the deck of playing cards. Check your decks when enjoying Carlsberg or Carlsberg Smooth Draught at bars, pubs and bistros!

Carlsberg also collaborated with renowned Feng Shui consultant Dato' Joey Yap as he unveiled his predictions for the 12 Chinese Zodiac signs in relation to the elements of Prosperity, Happiness, Wealth and Good Luck. Check your forecast for 2019 on CarlsbergMY's Facebook page for the forecast videos!

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

For further enquiries, please contact:

May Ng
Senior Executive, Corp Comms & CSR
Koh Kian Mei
Senior Brand Manager

DL: 03 – 5522 6404
HP: 016 – 913 3235
DL: 03 – 5522 6325

may.yk.ng@carlsberg.asia
kianmei.koh@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.

供即时发布

新闻稿 05/2019
2019 年 1 月 28 日

Carlsberg “鸿运当头，一 POP 万赢!” 让 3,000 多名啤酒爱好者提早过肥年

幸运的马来西亚啤酒爱好者赢走了免费啤酒、限量版电子麻将桌、麻将牌、现金红包、年货等丰富奖品

莎阿南 28 日讯 – Carlsberg 的全国性促销活动 “*鸿运当头，一 POP 万赢!*” 为这个新年注入了浓浓的气氛，并在全国奖赏了超过 3,000 名热爱 Carlsberg 及 Carlsberg 顺啤的消费者! 这批幸运啤酒爱好者因参加 Carlsberg “*鸿运当头，一 POP 万赢!*” 活动，而取得开年好彩头。这项活动将持续至 2 月 17 日。

如今，马来西亚的啤酒爱好者都可露出胜利的微笑，纷纷赢走了丰富的奖品，包括免费价值高达 RM800 的年货、啤酒、电子麻将桌、麻将牌、现金红包、啤酒礼券及周边商品!

徇众要求，Carlsberg “*堪称最佳新年购物体验 – 你购物, Carlsberg 支付*” 今年再次卷土重来，连续三年让数以千计的超市和霸市购物者赢走了 Carlsberg 支付的年货及其他丰富的奖品!

购物者只需购买 RM200 马来西亚 Carlsberg 集团的产品，即可参加这项活动，而这个周末也是大家的最后冲刺的机会。请留意最后两个日期和时间，即 1 月 26 日和 27 日，中午 12 时至下午 3 时与下午 6 时至晚上 9 时，也许这就是你捧大奖的幸运时段!

最后一个周末的“*堪称最佳新年购物体验*” 活动日期与时间:

区域	日期	时间	地点
北马	1月26日	12pm 至 3pm	怡保华林 Giant Hypermarket & 安顺 TF Value Mart 1
	1月26日	6pm 至 9pm	和丰 TF Value Mart & 斯里曼绒 TF Value Mart 2
	1月27日	6pm 至 9pm	Billion Jelapang, Billion Kota Permai & Billion Manjung
中马	1月26日	12pm 至 3pm	吧生 Giant Hypermarket, 万达镇 Aeon & 谷中城 Aeon
	1月26日	6pm 至 9pm	Giant Supermarket Desa Petaling & Aeon Station 18
	1月27日	12pm 至 3pm	甲洞 Aeon BIG, 谷中城 Aeon BIG & Aeon BIG Tropicana
	1月27日	6pm 至 9pm	梳邦再也 Aeon BIG & 士毛月 Billion
南马	1月26日	6pm 至 9pm	Cold Storage Plaza Pelangi
东海岸	1月27日	12pm 至 3pm	文德甲 TF Value Mart
	1月27日	6pm 至 9pm	文冬 TF Value Mart 2
沙巴	1月26日	12pm 至 3pm	兵南邦 Servay Hypermarket
	1月27日	12pm 至 3pm	City Grocer Suria Sabah

来自全马各地超过 600 名幸运消费人也在咖啡店及美食中心畅饮 Carlsberg 和 Carlsberg 顺啤时，找到了他们的 **幸运瓶盖**，而赢走了懂得自动洗牌，可以轻松打牌的 Carlsberg 电子麻将桌；另有限量版麻将牌及 RM100 现金红包待赢取。

现年 34 岁的餐饮业人员 Leong Ching Hoo 就是其中一位赢得电子麻将桌的幸运儿，他说：“当晚我和朋友相约到我们最喜欢的美食中心小酌，没想到喝 Carlsberg 也能够有大收获！”

来自蕉赖的 Ng Chin Huat 也兴高采烈展示所赢的精美麻将牌，新年时就可以和家人打几圈了。

趁佳节期间小酌，你还有机会赢取 Carlsberg RM100 啤酒礼券！来自古晋的 Voon Jee Kiun 就是其中笑逐颜开的一位，他在扑克牌当中找到了他的 **幸运牌**。因此，当各位到酒吧、酒廊和餐厅共饮 Carlsberg 或 Carlsberg 顺啤时，务必检查你们的扑克牌！

Carlsberg 也与著名玄学家拿督叶威明（Dato' Joey Yap）携手合作，推出 12 生肖运程分析，让你了解十二生肖与‘福、喜、发、旺’的关联。如果你想知道自己 2019 年的运势，请登录 CarlsbergMY 脸书专页观赏特为你录制的影片！

欲了解更多关于 Carlsberg 的佳节促销、节目和活动，请浏览 www.facebook.com/CarlsbergMY 或 probablythebest.com.my。

For further enquiries, please contact:

May Ng
Senior Executive, Corp Comms & CSR
Koh Kian Mei
Senior Brand Manager

DL: 03 – 5522 6404
HP: 016 – 913 3235
DL: 03 – 5522 6325

may.yk.ng@carlsberg.asia
kianmei.koh@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.