

FOR IMMEDIATE RELEASE

Press Statement 17/2020

13 June 2020

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## **Carlsberg Ensures a Safer Learning Environment for 43,000 Sabahan Students Amid Covid-19**

**Handover of Safer Schools donation of thermometers to 80 schools to accompany additional disinfection services for high-risk premises when classes resume**

**KOTA KINABALU, 13 June 2020** – Carlsberg Malaysia’s Safer Schools initiative has kicked off in Sabah with the donation of thermometers to 80 vernacular schools, which will each receive at least two thermometers each as an added level of assurance to parents, teachers and students when classes reopen after the new Recovery Movement Control Order (RMCO).

From this number, 11 schools have been earmarked to receive additional disinfection services when classes resume due to their location in high-risk areas. Altogether, the brewer’s contribution towards safer Sabahan schools represents a donation value of RM54,000 benefitting 43,000 students.

The donation handover at the Federation of Chinese Associations Sabah today was in recognition of the partnership between Carlsberg Malaysia and the Federation of Chinese Associations of Malaysia (Hua Zong) for the execution of the Safer Schools campaign and was attended by principals of recipient schools.

Yong Tze Heng, Carlsberg Malaysia’s Senior Sales Manager in Kota Kinabalu, said, “In these trying times, we believe our initiative for safer school environments is a timely and invaluable contribution in line with Carlsberg’s purpose of Brewing for a Better Today & Tomorrow. We are doubly appreciative of the support of our consumers, customers and communities in Sabah and are humbled to contribute towards our recovery as a society through this gesture.”

Tan Sri Datuk Seri Panglima Dr. Goh Tian Chuan, President of the Federation of Chinese Associations of Malaysia and the Federation of Chinese Associations Sabah commended Carlsberg for the initiative, adding, “The government’s announcement of the RMCO follows better control of Covid-19 infections and schooling will eventually resume. While we look forward to that, schools still pose infection risks from mass gatherings. Prevention is better than cure and it is necessary to take precautions and adopt standard procedures to ensure the safety of teachers and students when classes resume.”

Carlsberg Malaysia's Safer Schools contribution, which was announced in early April, was extended to accommodate all applications throughout Malaysia by upping the total number of donated thermometers to 3,600 units and increasing disinfection services to cover 8.4 million square feet within school compounds – providing peace of mind to around 1,440 schools and an estimated 1 million schoolchildren.

The Safer Schools initiative is part of Carlsberg Malaysia's extraordinary measures during the Covid-19 pandemic for its customers, consumers, and local communities, collectively named Safer Together.

In May, the brewer announced a RM3.5 million subsidy and promotion to smoothen traditional eateries' business recovery. Under a collaboration with the Malaysia Singapore Coffee Shop Proprietors General Association (MSCSPGA), 1,000 small and medium-sized coffee shop operators nationwide received a three-month subsidy on utilities from Carlsberg helping to defray their fixed operating costs. In addition, for every big bottle of Carlsberg Smooth Draught sold, Carlsberg will donate an additional RM0.50 to participating operators, increasing their profit margin for a smoother recovery. In Sabah, 37 coffee shops are beneficiaries of this fund relief with 71 participating in the consumer promotion.

To help bars, restaurants and bistros reopen under the RMCO while adhering to social distancing measures, Carlsberg also introduced Adopt a Keg, rewarding consumers with a total of 20,000 complimentary beers by filling up their own virtual beer keg at [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my). Consumers can then redeem their complimentary beer at participating outlets throughout Malaysia and support local F&B businesses with additional purchases of 100 glasses for only RM500 that can be redeemed over the coming months at outlets of their choice.

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**About Carlsberg Malaysia**

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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## Carlsberg “安全校园”倡议让 43,000 沙巴学生安心复课 马来西亚 Carlsberg 集团向 80 所沙巴学校捐赠温度计，并为高风险学校复课时进行消毒服务

亚庇 13 日讯 - 马来西亚 Carlsberg 集团“安全校园”倡议正式在沙巴开跑！在复苏期行动管制令结束后，州内 80 所母语学校，将获得该集团所捐赠的手持电子温度计，每间学校至少 2 支，让父母、教师和学生安心复课！

州内 80 所受益学校，其中 11 所位于高风险地区的学校，将获得该集团额外提供的消毒服务。马来西亚 Carlsberg 集团“安全校园”倡议为沙巴学校捐赠总值 54,000 令吉的温度计和消毒服务，共有 43,000 名学生受益。

马来西亚 Carlsberg 集团及马来西亚中华大会堂总会（华总）今日在沙巴中华大会堂（沙华堂）进行捐赠仪式，双方合作实施沙巴“安全校园”倡议，出席仪式者包括受益学校的校长。

马来西亚 Carlsberg 集团亚庇高级销售经理杨子贤表示：“在这非常时期，我们相信这是一项及时、宝贵的倡议，不仅为受益学校打造安全的学习环境，更体现了 Carlsberg 集团致力“酿造美好今天和明天”的原则。我们非常感谢沙巴的消费者、顾客和社会人士所给予的支持，我们希望这项倡议能为社会复苏献上一分力。”

马来西亚中华大会堂总会会长丹斯里拿督斯里邦里玛吴添泉局绅博士赞扬该集团的企业回馈行动，而外补充：“随着疫情好转受控，政府宣布我国进入复原期行动管制令，并逐步让学校复课，这是让人深感庆幸和欣慰的，但学校毕竟是其中一个人群密集区，存有一定的感染风险，预防胜于治疗，采取一些必要的防范措施和全面遵守标准作业程序是绝对需要的，以确保师生们在校内的安全。”

早在今年 4 月公布的“安全校园”倡议，由于反应热烈，为了让所有已提交申请的学校受益，马来西亚 Carlsberg 集团增加捐赠总数，将手持电子温度计增至 3600 支，同时扩大消毒服务，以涵盖 840 万平方尺的学校范围，大约 1,440 所学校和近 100 万学生受益。

马来西亚 Carlsberg 集团在疫情期间，通过“同心安全”计划实施几项非常措施，协助消费者、顾客和社会人士渡过难关，而“安全校园”是其中之一。

在刚刚过去的 5 月份，马来西亚 Carlsberg 集团资援 350 万，协助茶餐室业者顺利复苏。该集团与马新咖啡茶业联合总会合作，为全国一千家中小型茶餐室业者提供长达 3 个月的水电费补贴，减轻他们的固定运营成本负担，而茶餐室业者每售出的大瓶装 Carlsberg 顺啤（580 毫

升)，将获得本集团捐赠的额外 50 仙，助于业者提高利润。在沙巴，共有 37 家茶餐室业者通过此项 Carlsberg 顺啤倡议受益。

在复苏期行动管制令期间，为了协助酒吧及餐厅重新营业，同时确保安全社交距离，马来西亚 Carlsberg 集团也推出了“专属酒桶”，奖励消费者 2 万杯免费生啤，只需登入 [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my) 装填虚拟酒桶，就可在全国指定酒吧换取免费生啤，甚至能以 500 令吉享用 100 杯生啤，让业者吸引客户重新光顾。

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