

CARLSBERG MALAYSIA GIVES A RAY OF HOPE WITH RM2 MILLION FOOD & EDUCATION AID

Carlsberg Malaysia offers RM500 per family in food aid and RM3,000 per student in education aid to underprivileged Malaysians through 'Celebrate Prosperity, Cheers For Tomorrow' amid COVID-19 pandemic and flood disasters.

Shah Alam, 15 January 2021 – A common etiquette practiced during Chinese New Year is the gift giving tradition as a form of extending good luck and best wishes in the coming year. Carlsberg pledges to gift RM1 million via its 'Celebrate Prosperity, Cheers For Tomorrow' food aid campaign and extends another RM1 million via its Carlsberg-Huazong Education Fund to underprivileged Malaysians to weather current challenging times this festive season.

"We understand that many Malaysians are affected by the COVID-19 pandemic and the unfortunate floods in several states. As we remain hopeful for the new year, we are sensitive to the current sentiment and subsequently rolled-out Carlsberg's 'Celebrate Prosperity, Cheers For Tomorrow' food aid campaign. We hope that with RM1 million worth of food essentials to 2,000 families, whose livelihoods have been impacted, can rejoice while keeping the celebrations moderate", said Stefano Clini, managing director of Carlsberg Malaysia.

Carlsberg joined forces with theSun, Star Foundation, Yayasan Nanyang Press, The Borneo Post and See Hua Daily News to reach 2,000 underprivileged Malaysians, regardless of race and creed across the nation. Those who are affected by the pandemic may apply with the respective media foundations or corporations. Selection priority goes to applicants of the following categories: orphans, with single parent, and with disabled (OKU) family member; or individuals from B40.

"From our media interactions with Malaysians at large, many are trying hard to adapt to the new normal, but it is often the vulnerable that are left behind with little means to survive. To this end, Star would like to thank Carlsberg for initiating this project and inviting Star Foundation and non-profit MyKasih Foundation to be part of this noble cause. Together, we will help reduce the burden of needy families through the provision of essential supplies," said Star Foundation and Star Media Group chairman Dato' Fu Ah Kiow.

"It is during times like this that we must show compassion and help those in dire need of help. Carlsberg's move to alleviate some of the difficulties faced by the B40 group is indeed commendable. We hope other major corporations that are in a position to act similarly can give back to society by aiding underprivileged Malaysians.", theSun managing editor Eddie Hoo said.

Yayasan Nanyang Press general manager Khor Yujin commended, "Yayasan Nanyang Press has carried out several projects in response to the COVID-19 pandemic last year including raising funds for COVID-19 test kits, meal sponsorships and raising funds to purchase personal protective equipment (PPE) for medical frontliners. At the end of last year, we also launched a fundraising project in our efforts to stop hunger which focuses on helping poor families

benefiting more than 2,500 individuals. We are grateful to Carlsberg for working with us to by offering RM200,000 to aid 306 identified families in Pahang affected by the floods and are opening applications to 94 vulnerable families in West Malaysia.”.

“As one of the major media organisations in East Malaysia, See Hua Daily News and The Borneo Post are pleased to work together with Carlsberg Malaysia to extend this charity event to Sarawak and Sabah. During these trying times, we will be helping 800 families, with many who are disadvantaged and living in poverty facing hardships. We also hope that this initiative can serve as an example for more corporations to follow suit”, said Mr Chia Chiew Boon, regional news manager of See Hua Daily News.

Believing that every Malaysian should have equal access to education, Carlsberg Malaysia through its partnership with The Federation of Chinese Associations Malaysia (Huazong) of the Carlsberg-Huazong Education Fund (the Fund), will allocate RM1 million in education aid for 333 tertiary students as a one-off donation. Open to all Malaysian citizens currently pursuing tertiary education, applicants may apply via Huazong at www.huazong.my from 1 to 12 Feb 2021. The Fund will also consider waiving interest-free study loan repayment for beneficiaries who are facing financial difficulties.

In addition, Carlsberg will be gifting 1-year supply of Carlsberg beers in its quest of ‘Cheers Together’ through its 2021 CNY campaign. Consumers can nominate their family and friends via Carlsberg’s social media pages. This CNY gift will bring smiles to their families, by sharing their stories with us on social media. Nominations start from 22 January until 29 January at www.facebook.com/CarlsbergMY and www.instagram.com/CarlsbergMY.

For more information, visit <http://www.carlsbergmalaysia.com.my/covid-19/our-efforts/> on the ‘Celebrate Prosperity, Cheers For Tomorrow’ food aid and Carlsberg-Huazong Education Fund initiatives by Carlsberg Malaysia. Interested applicants can also reach out to Carlsberg Malaysia via Facebook at www.facebook.com/CarlsbergMalaysia.

For further enquiries, please contact:

May Ng
Assistant Manager, Corporate Affairs
Ng Choon Siang
Manager, Marketing Activation

DL: 03 – 5522 6404
HP: 016 – 9133 235
DL: 03 – 03-5522 6487
HP: 019 – 2436 876

may.uk.ng@carlsberg.asia
choonsiang.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 investment 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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马来西亚 Carlsberg 集团发起 200 万令吉粮食援助金及助学金，为受惠者减轻疫情生活负担带来一线希望

马来西亚 Carlsberg 集团透过“红红火火，齐饮齐胜，送福献爱”倡议协助弱势群体渡过疫情水灾难关，为每户受惠家庭提供 500 令吉粮食援助金，并向每位受益学子赞助 3,000 令吉助学金

莎亚南 15 日讯 - 农历新年少不了送礼的习俗，它代表我们对收礼人的一份祝福，祝愿他在新的一年里好运、安康。配合新春送礼的美德，马来西亚 Carlsberg 集团透过“红红火火，齐饮齐胜，送福献爱”粮食援助金计划资援 100 万令吉，在通过 Carlsberg 华总教育基金拨出 100 万令吉，在这佳节里协助弱势群体度过非常时期。

马来西亚 Carlsberg 集团董事经理葛利尼表示，“我们深感大部分马来西亚人民受疫情影响，有些州属的民众也不幸遇上水灾。虽然我们对新的一年仍然充满希望，但我们也明白大众现在的心情。因此，我们发起了“红红火火，齐饮齐胜，送福献爱”粮食援助金，希望这总值 100 万令吉的食品能给 2 千户受疫情严重打击的家庭带来一线希望，协助他们过个暖心佳节。”

马来西亚 Carlsberg 集团与太阳报 (The Sun Daily)、星报基金会 (Star Foundation)、南洋报业基金 (Yayasan Nanyang Press)、婆罗洲邮报 (The Borneo Post) 及诗华日报 (See Hua Daily News) 携手合作，帮助 2 千户马来西亚弱势群体。受疫情影响的家庭，不论族群和信仰，可向有关媒体基金或企业申请。此援助金将优先考虑以下申请者：孤儿或单亲家庭、有残疾家庭成员，或 B40 人士。

星报基金会及星报媒体集团主席拿督胡亚桥表示，“我们与马来西亚人民进行媒体互动时发现，虽然大部分人民正在适应新常态，但是弱势群体总是被边缘化，生活遭受严重困难。为此，星报非常感激 Carlsberg 启动这项目，并邀请星报基金及爱心基金会 (MyKasih Foundation) 参与这重大使命。我们将同心协力提供生活必需品减轻贫困家庭的负担。”

太阳报编辑主任虞春發指出，“在这段艰难时期，我们必须体现出同情心并帮助那些迫切需要帮助的人士。Carlsberg 为减轻 B40 群体负担的举动值得赞扬。我们希望其他有能力的大型企业也采取类似的行动回馈社会，帮助马来西亚弱势群体。”

南洋报业基金总经理许又尹表示，“南洋报业基金去年启动“新冠肺炎抗疫行动”几个项目，包括【为检测试剂盒募款】、【为医护人士提供膳食赞助】、【为医护人员购买个人防护用品募款】，花费总资金 RM12,710,744.80。去年末，我们开跑第四个项目【对抗饥饿募款】以专注于救济贫困家庭，截至今天该项目花费共 RM168,029.80，让 2543 位民众受惠。南洋报业基金非常感激 Carlsberg 与我们携手致力雪中送炭，捐赠 20 万令吉援助因水灾受影响的来自彭亨 306 户家庭、以及开放让西马各地有需要的 94 户弱势家庭申请，共有 400 户家庭受惠（RM500/户）。”

诗华日报新闻经理谢周文说道，“身为东马主要媒体机构，婆罗洲邮报及诗华日报很乐意与马来西亚 Carlsberg 集团合作，把这项意义重大的慈善活动扩展到砂拉越及沙巴。在这非常时期，我们将帮助 800 户家庭，尤其是弱势群体、贫困家庭。我们也希望此倡议能启发更多企业跟随我们的步伐。”

坚信所有马来西亚人都该享有平等接受教育的机会，马来西亚 Carlsberg 集团通过与马来西亚中华大会堂总会（华总）所合作的 Carlsberg 华总教育基金，拨出 100 万令吉助学金，以一次性免还捐款帮助 333 名大学生。所有正在念大学的马来西亚公民，可从 2021 年 2 月 1 日起至 2 月 12 日，登入 www.huazong.my 申请。该基金也会考虑为经济困难的受益者，豁免偿还无息助学贷款。

此外，本集团将通过“红红火火，齐饮齐胜”的新年促销活动，送出一年的免费 Carlsberg 罐装啤酒。消费者可透过 Carlsberg 官方社交平台，提名家人和朋友。通过社交平台与我们分享他们的送礼故事，这份佳节礼品将把欢乐送给得奖者的家人。从 1 月 22 日起至 1 月 29 日，消费者可到 www.facebook.com/CarlsbergMY 及 www.instagram.com/CarlsbergMY 参加此活动。

欢迎浏览 <http://www.carlsbergmalaysia.com.my/covid-19/our-efforts/> 以了解更多关于“红红火火，齐饮齐胜，送福献爱”粮食援助金、Carlsberg 华总教育基金的资讯。有兴趣申请者也可透过本集团官方脸书 www.facebook.com/CarlsbergMalaysia 询问详情。

更多咨询，请联络：

企业事务副经理

黄奕勤 May Ng

市场活动策划经理

黄俊翔 Ng Choon Siang

直线电话：03 - 5522 6404

手机联络：016 - 9133 235

直线电话：03 - 5522 6487

手机联络：019 - 2436 876

may.yk.ng@carlsberg.asia

choonsiang.ng@carlsberg.asia

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