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Carlsberg Malaysia thanks consumers for winning 3 Prestigious Awards at the Putra Brand Awards 2021

The brewer's beer, cider and stout brands delivered the best to win the hearts of Malaysian consumers

SHAH ALAM, 26 January 2022 – Carlsberg Malaysia has bagged three Putra Brand Awards' accolades – Platinum Award for its flagship brand Carlsberg, while Somersby cider and Connor's Stout Porter won Silver under the Beverage-Alcoholic category, a testament to the brewer's commitment in offering quality brews and engaging brands to Malaysian beer, cider and stout consumers.

Voted by over 11,000 Malaysian consumers, Carlsberg brand outshined other reputable alcoholic beverages, earning the Platinum Award at the renowned 12th edition Putra Brand Awards. This accreditation also marks the 12th consecutive win for Carlsberg.

The country's leading cider brand Somersby earned its fifth consecutive win at the prestigious award. It is the only cider beverage that had made the cut, stayed engaging and innovated home consumption drinking experience during the pandemic, thus gaining recognition within the category.

New to the hall of fame is Connor's Stout Porter that won Silver at the prestigious award. It was a humbling experience for Connor's, a fairly new stout brand to take centre stage celebrating its innovation of draught stout packaged in cans launched amid the pandemic last year.

"We are honoured to be voted as the preferred and trusted alcoholic beverages by the Malaysian beer lovers. This recognition is a huge encouragement for us, and we promise to continue pursuing quality and innovation as we strive to Brew for a Better Today and Tomorrow," said Stefano Clini, Carlsberg Malaysia's Managing Director.

"With these votes of confidence and trust from Malaysian consumers, we will continue to strive to create an even better beer enjoyment experiences for Malaysian beer lovers and to always stay relevant, progressive and engaging with our consumers," he added.

The Putra Brand Awards is an annual premier brand awards event in Malaysia launched in 2010 by the Association of Accredited Advertising Agents Malaysia (4As) in association with Malaysia's Most Valuable Brands (MMVB).

Adding to its win at the 2021 Putra Brand Awards, Carlsberg Malaysia has also recently clinched top spot of highest return-on-equity over three years within the Consumers Products & Services category at the 12th edition of The Edge Billion Ringgit Club (BRC) Awards and also the "Company of the Year"



under the manufacturing of beverage sector for the second time at the 6th edition Sustainability & CSR Malaysia Awards 2021.

The brewer had also won three awards at the Employee Experience Awards 2021 by Human Resources Online; of which Carlsberg Malaysia took home Gold for Best Crisis Management and Leadership, Silver for Best Succession Planning Strategy, and Bronze for Best First-Time Manager Programme, as well as being named the Most Preferred Graduate Employer (Champion in Liquor) by Talentbank.

For more updates and activities by Carlsberg Malaysia and its brands, log on to <https://carlsbergmalaysia.com.my/>.

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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 Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at www.carlsbergmalaysia.com.my

布特拉品牌奖拿下三个奖项 马来西亚 Carlsberg 集团感谢消费者给力

酒商旗下啤酒、苹果酒及黑啤酒品牌做出积极努力，赢得大马消费者的心

（莎亚南 26 讯）马来西亚 Carlsberg 集团在布特拉品牌奖（Putra Brand Awards）荣获三个奖项，在饮品（酒精类）下，旗舰品牌 Carlsberg 获得白金奖，而 Somersby 苹果酒和 Connor's Stout Porter 黑啤酒 分别获得银奖，彰显该酒商秉持承诺，为大马啤酒、苹果酒及黑啤酒消费者带来优质的产品和品牌。

在超过 11,000 名大马消费者的投票支持下，Carlsberg 品牌在布特拉品牌奖拿下白金奖，胜过其他著名的酒精饮料，这也是 Carlsberg 连续第 12 次在该颁奖典礼上获奖。

连续第 5 次获得布特拉品牌奖的大马领先苹果酒品牌 Somersby，成为唯一获奖的苹果酒，在疫情期间继续与消费者互动交流，创新打造居家饮酒体验，使 Somersby 在该类别中得到认可。

首次入驻名人堂（hall of fame）的 Connor's Stout Porter，在这届布特拉品牌奖得到银奖。作为一个相当新的黑啤酒品牌，这个奖项对 Connor's 来说，是个谦卑的荣誉，肯定了该品牌在去年疫情期间，创新推出罐装黑啤酒的决定。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“很荣幸被大马啤酒爱好者选为首选和值得信赖的酒精饮料，这份肯定给予我们巨大的鼓励，我们承诺将继续追求优质和创新，致力酿造更好的今天和明天。”

葛利尼补充说：“不负大马消费者所投给我们的信任票，我们将继续致力为大马啤酒爱好者带来更好的饮酒体验，以保持品牌活跃度、继续前进，并不断与消费者互动交流。”

由马来西亚广告代理商协会（4As）与马来西亚最有价值品牌（MMVB）举办的布特拉品牌奖于 2010 年推出，是马来西亚年度顶级品牌奖项。

除了获得 2021 布特拉品牌奖的荣耀，马来西亚 Carlsberg 集团不久前在第 12 届 The Edge 十亿令吉俱乐部（Billion Ringgit Club）颁奖典礼，荣登消费产品及服务组三年最高股本回报率榜首，也在 2021 第 6 届马来西亚可持续发展及企业社会责任奖（Sustainability & CSR Malaysia Awards 2021）第二次夺得饮料制造业“年度最佳企业”。

马来西亚 Carlsberg 集团也在 Human Resources Online 举办的 2021 员工体验奖（Employee Experience Awards 2021）获得三个奖项，包括最佳危机管理与领导力的金奖、最佳继任计划策略的银奖，以及最佳新任经理计划的铜奖，同时也被招聘公司 Talentbank 命名为“最具吸引力的毕业生雇主公司”（酒业冠军）。



更多关于马来西亚 Carlsberg 集团及旗下品牌的最新消息与活动，请浏览 <https://carlsbergmalaysia.com.my/>。

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