

**PRESS
RELEASE**

**STRONG COMMERCIAL EXECUTION WITH
INCREASED FOCUS ON PREMIUM BRANDS
DELIVERS STRONG GROWTH IN REVENUE AND
EARNINGS**

FINAL AND SPECIAL DIVIDENDS DECLARED

SHAH ALAM, February 24th, 2012 – Carlsberg Malaysia announced a 4th quarter 2011 Group Profit after tax of RM37.8 million, for the 3 months ended 31st December 2011, an improvement of 22.8 percent over the corresponding quarter in the previous year.

Revenue of RM335.0 million for the same quarter was 2.7 percent higher than the quarter in the previous year while earnings per share for the quarter grew to 12.22 sen versus 9.97 sen a year ago.

On a full year's basis, the Group's profit after tax of RM167.4million rose by 24.8 percent from RM134.1 million in 2010. The Group's profit after tax includes a one off gain from the reversal of over provision of royalty expenses in prior year amounting to RM12.0mil and if it was excluded, the Group's profit after tax would have a 17.3 percent growth against last year. This was achieved with group revenue of RM1.5 billion which was 8.9 percent higher than the group revenue of RM1.4 billion achieved in the previous year.

Earnings per share for the year grew to 54.4 sen per share compared to 43.6 sen per share a year ago.

The Company announced a final and special dividend of 65.5 sen per ordinary share of 50 sen each less tax (2010 – 50.5 sen per RM0.50 share less tax) and a special tax exempt dividend of 2.0 sen per ordinary share of 50 sen each (2010 – Nil) for the year ended 31st December 2011.



Soren Ravn, Managing Director commented: “We are very pleased with our 2011 Group performance with double digit growth in earnings and strong single digit growth in revenue. The Group performance reflects the successful outcome of our 2011 global Carlsberg brand packaging change and consumer promotions under the new tag line, “That Calls for a Carlsberg”, which strengthens Carlsberg’s position as the Malaysian beer drinkers’ preferred brand*. To further drive profitable sustainable growth, we have increased focus in the channels with higher profitable growth potential and we are now able to support our efforts with the right brand mix in each channel. This together with the earlier initiatives taken by our Supply Chain in terms of productivity improvements as well as cost efficiencies in Sales and Marketing, have given rise to an increase in margins for the full year. Our fully owned subsidiary, Carlsberg Singapore, as well as associate company, Lion Brewery Ceylon PLC, continue to deliver similar impressive results with double digit growth in revenue and earnings for the full year.

This year we continue to make strong progress in the Malaysian premium beer segment through our subsidiary Luen Heng F & B Sdn Bhd and their impressive super premium beer range, including the number one imported beer in Malaysia, Hoegaarden, as well as fast growing Erdinger and Budweiser.

Our newly launched Carlsberg Group owned brands Kronenbourg 1664 and Kronenbourg Blanc are showing great potential in the super premium segment together with strong premium brand, Asahi that we now produce in Malaysia, under a long-term license deal with the brand owner in Japan. Our exciting and dynamic premium beer portfolio creates strong synergies with our leading power brand, Carlsberg.

With this, we are confident that we can continue to drive good top-line growth in 2012 and secure bottom-line growth through continuous efficiency improvements and strong execution”.

*According to Millward Brown’s Beer Tracker 2011, among all beer brands available in the Malaysia beer market, 1 out of every 2 Malaysian beer drinkers voted Carlsberg brand as their preferred beer brand.

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About Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia Group):

The Carlsberg Malaysia Group now has a wide portfolio including leading international beer brands from around the world:

- Top international premium beer brands include Carlsberg, Budweiser, Corona, Stella Artois, Becks, Fosters, Kronenbourg 1664 and Asahi Super Dry



- Specialty and other brands include Hoegaarden, Erdinger, Franziskaner, Tetley's Ale, Danish Royal Stout, Connors Stout, Skol, Jolly Shandy and NutriMalt

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**加强特级啤酒品牌的商业执行，营业额和净利取得显著增长
马来西亚CARLSBERG集团宣布派发末期及特别股息**

（莎亚南2月24日讯）马来西亚Carlsberg集团宣布其2011年第四季的集团净利达3千780万令吉，比去年同期上升了22.8%。

马来西亚Carlsberg集团截至2011年12月31日结束前3个月的营业额为3亿3千500万令吉，较去年同期增长了2.7%；每股盈利增涨至12.22仙，较去年同期的9.97仙。

在全年的基础上，马来西亚Carlsberg集团的净利是1亿6千740万令吉，比2010年的1亿3千410万令吉，上升了24.8%。本集团的净利包括前一年总额达1千200万令吉的一次性规定专利税费用超额拨备，若排除相关项目，本集团的净利比去年增长了17.3%。这使得集团的营业额达到15亿令吉，比集团去年的营业额14亿令吉，高出了8.9%。

本年度每股盈利增长至每股54.4仙，比较一年前是每股43.6仙。

公司宣布派发每股65.5仙的扣税末期及特别股息（2010年——每股扣税股息为50.5仙）。截至2011年12月31日公司将派发每股2仙特别免税股息（2010年——無）。

马来西亚Carlsberg集团董事经理王守仁表示，“我们为2011年的集团业绩增长感到高兴。2011年本集团净利取得双位数增长，而营业额获得强劲的个位数成长。集团业绩成长反映我们于2011年全球Carlsberg品牌推出新包装所取得的成功，及以崭新品牌口号‘此时此刻，Carlsberg’推动消费促销，强化Carlsberg作为马来西亚啤酒爱好者的首选品牌*的地位。

“为进一步推动利润的可持续增长，我们已加强集中在高盈利增长潜力的管道，我们现在也有能力在各别管道支援合适的品牌。与此同时，我们的供应链在销售与市场方面也提升了产量和成本控制，这些努力使全年的利润取得增长。

“此外，我们的全资子公司，新加坡Carlsberg及联营公司Lion Brewery Ceylon PLC 也继续做出贡献，在全年的营业额与盈利方面取得双位数增长。”



他补充，“今年我们也透过我们的子公司联兴食品有限公司持续强力推进马来西亚人的特级啤酒，他们的特级啤酒种类，包括马来西亚第一畅销进口啤酒Hoegaarden，以及快速成长的Erdinger 和 Budweiser啤酒。

“与此同时，我们最新推介的Carlsberg 集团自有品牌——Kronenbourg 1664 和Kronenbourg Blanc在特级啤酒行列中也展现了巨大的成长潜力；而目前在马来西亚生产的强力高档品牌Asahi已与日本品牌拥有者取得长期执照，也获得良好的表现。这组充满活力的高档啤酒组合与我们的强力品牌——Carlsberg，共同创造了强大的综合效应。

“基于此，我们有信心能于2012年通过不断改进和强大的执行力继续推动良好的盈利增长及降低营运成本。”

* 根据2011年明略行（Millward Brown）啤酒追踪的结果显示，在马来西亚啤酒市场的所有啤酒品牌中，每两位喝啤酒的马来西亚人中就有一位投选Carlsberg为他们首选的啤酒品牌。

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有关马来西亚Carlsberg集团

马来西亚Carlsberg集团拥有广泛的啤酒品牌组合，包括在全世界领先的国际啤酒品牌如：

- 国际特级啤酒品牌：皇帽（Carlsberg）、百威啤酒（Budweiser）、Corona、Stella Artois、Becks、Fosters、Kronenbourg 1664 and Asahi Super Dry。

其他特制品牌：Hoegaarden、Erdinger、Franziskaner、Tetley's

Ale、黑皇、康纳斯啤酒、Skol、乐怡仙地（Jolly Sandy）和麦芽营养饮料NutriMalt。

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