

**For immediate Release  
26th April 2011**

### **CARLSBERG MALAYSIA DRIVES SUSTAINABLE GROWTH**

Selangor, April 26th, 2011 – Carlsberg Malaysia (the Group) held its 41<sup>st</sup> Annual General Meeting at Grand Dorsett Hotel Subang Jaya where the Chairman, Dato Lim Say Chong announced that Carlsberg Malaysia has marked a great ending to the year 2010. The strong growth was supported by positive consumer demand, improved execution, efficiency improvements and the successful integration of the Singapore business into the Malaysian business. Key highlights of our successes in 2010 include:

1. Revenue grew by 31% to RM1.368million, and Profit after tax increased significantly by 75% to RM134.1 million
2. Carlsberg beer maintained its leading position as the most preferred beer brand in Malaysia
3. The Group continued to perform positively in the growing premium segment and achieved over 60% sales growth via its subsidiary Luen Heng F&B Sdn Bhd
4. Carlsberg Singapore (CSPL) also recorded 55% growth in profit after tax, contributing significantly to the Group's total net profit

At the press conference held in conjunction with the shareholders' meeting, the Chairman shared that Carlsberg success in 2010 was mainly due to the continued successful implementation of the Group's strategic initiatives, commercial must-win battles and operational efficiency programs.

The notable achievements recorded from the 2010 performance were:

1. Supported by various innovative and impactful through-the-line campaigns, our crown jewel, Carlsberg Green Label further widened its gap from the competitors as the preferred beer choice among beer drinkers in Malaysia. In 2010, Carlsberg Green Label's leading position was further reaffirmed when it was coveted Gold recognition at the 2010 Putra Awards and also the Reader's Digest Most Trusted Brand Award for the 12<sup>th</sup> consecutive year.
2. Together with its subsidiary Luen Heng F&B Sdn Bhd, the Group achieved positive share gain in the growing premium segment. Corona continued to perform positively and further strengthened its position as one of the best selling imported bottled beer brands



in Malaysia. Hoegaarden maintained its strong momentum and emerged as the most sought after super premium beer with more than 150% growth.

3. Three distinctive beers were added into the Group's premium portfolio, namely Kronenbourg 1664 – No.1 Premium Beer from France; Asahi – No.1 beer in Japan; and Erdinger – No.1 wheat beer from Germany to further strengthen the Group's foothold in the premium segment.
4. On the community front, the Group continued its fund raising mission for the 24<sup>th</sup> consecutive year and successfully raised RM11.6 million in 2010 for the development of Chinese schools.
5. Carlsberg Malaysia's Corporate Social Responsibility (CSR) efforts in the Environment was accorded the Green Leadership Award at the Asia Responsible Entrepreneurship Awards (AREA) for its robust environment management programme at its brewery and its rigorous 3R (Reduce, Reuse, Recycle) practices at the workplace.
6. Carlsberg Malaysia was awarded a Certificate of Merit by the National Annual Corporate Report Awards (NACRA) Committee for its excellence in corporate reporting, corporate accountability and effective communication.

#### Outlook for 2011:

Year 2011 will be a year where profitable growth is driven by:

- investment in the Group's flagship brand – Carlsberg Green Label - which was recently relaunched with a more distinctive, refined and modern look;
- continued efforts to growth through the extensive premium portfolio range with exclusive brand experiences;
- improved route-to-market models to optimize resources and cost efficiency; and
- continued value management efforts across all businesses for cash optimization.

In line with the Group's Stand "Thirst for Great", the strategic plan moving forward will be underpinned by 5 key strategic levers as below, which is believed to deliver long-term sustainable growth:

- a) Consumers and customers,
- b) Products and innovation,
- c) Efficiency,
- d) People, and
- e) Structure and society

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

Pearl Lai

Senior Manager, Corporate & Marketing Communication  
Carlsberg Malaysia

D/L: 03 - 5522 6408      012-362 9330  
[pearllai@carlsberg.com.my](mailto:pearllai@carlsberg.com.my)

## 马来西亚 Carlsberg 集团迈向稳定成长

雪兰莪，2011年4月26日- 马来西亚Carlsberg 集团举行第41届股东常年大会时，主席拿督林世宗宣布马来西亚Carlsberg集团成功为精彩的2010年画下一个完美的句点。强劲成长是来自于顾客正面的反应、有效及逐渐提高的执行效率和成功整合新加坡及马来西亚业务。2010年其中主要的成就包括：

1. 营业额增长 31%达 1 亿 3680 万，税后盈利大幅增加 75%至 1 亿 3410 万令吉。
2. Carlsberg 啤酒保持其领导位置成为马来西亚最受欢迎啤酒品牌。
3. 本集团通过子公司，联兴食品私人有限公司(Luen Heng F&B Sdn. Bhd.)继续积极的执行发展高档优质啤酒组合，获得超过 60%销售成长。
4. 新加坡 Carlsberg 私人有限公司的税后盈利增长达 55%，大幅贡献于集团的总盈利。

配合年度股东大会所举办的媒体记者招待会，主席也分享 Carlsberg (皇帽) 在 2010 年的成就主要因为持续成功实行的集团策略活动，商业必胜战略及有效的运作计划。

2010 年成功获得的成就和表现包括：

1. 通过各种创新和巨大影响力的市场促销活动，我们的 Carlsberg (皇帽) 啤酒继续扩大与对手之间的距离，成为马来西亚啤酒爱好者最受欢迎的啤酒。在 2010 年期间，Carlsberg 啤酒获得成功品牌奖项如布特拉品牌金奖 (Putra Brand Awards)、连续 12 年获得《读者文摘》最值得信赖品牌奖 (Reader's Digest Most Trusted Brand Award)，进一步肯定其领导位置。
2. 随着本集团与子公司联兴食品私人有限公司共同的努力，我们在高档啤酒组合里进一步获得正面的市场占有率。Corona 继续加强其在马来西亚最高销量之一的进口瓶装啤酒地位。Hoegaarden 保持了强劲的推动力，获得超过 150%成长率，继续成为市场上最抢手的高档啤酒。
3. 三种优质啤酒分别加入本集团的高档啤酒品牌组合，包括法国第一优质啤酒 Kronenbourg 1664、日本第一著名啤酒朝日 (Asahi)、及德国第一小麦啤酒 Erdinger，以进一步稳固本集团在高档啤酒组合的市场上位置。
4. 在企业社会责任公益活动方面，马来西亚Carlsberg集团持续其24年的教育筹款活动。2010年成功筹获1千1600万令吉华校教育发展基金。
5. 马来西亚Carlsberg集团在企业社会责任环境管理的亚洲企业责任奖 (Asia Responsible Entrepreneurship Awards) 颁奖典礼上也赢得了2010年‘绿色环保领袖奖’ (Green



Leadership Award 2010), 表扬集团持之以恒地监控环境标准和环境管理体系及在工作场所里长期推行的3R计划 (回收、再利用和减少)。

6. 马来西亚 Carlsberg 集团获得全国企业年度报告奖项 (National Annual Corporate Report Awards)的荣誉证书, 以表扬本集团 2009 年的年度报告无论在优秀企业报告、责任制和有效地与股东沟通。

### 2011 年的生意前景:

2011 年将会是一个利润持续增长的一年, 主要来自

- 本集团旗下的品牌投资- Carlsberg 啤酒, 特别是最近刚推介, 更摩登、亮眼和精致的包装。
- 努力扩大高档啤酒品牌组合及提供独家品牌体验。
- 改进市场模式路线以优化资源和成本效率
- 继续有效管理系统和现金优化

配合集团的 ‘渴望伟大’ 立场, 本集团的战略计划将实现 5 项重要的核心, 相信将实现长期和持续增长:

- 1) 消费者和客户
- 2) 产品和创新
- 3) 效率
- 4) 员工
- 5) 结构和社会

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