



MORE THAN A QUARTER MILLION RAISED FOR HOMES AND SCHOOLS THROUGH HEART2HEART CHARITY DINNER

KUALA LUMPUR, 19 April 2012 – Celebrating the Company’s record performance in 2011 with the underprivileged community, Carlsberg Malaysia hosted a charity dinner themed ‘Heart2Heart’ and successfully raised more than a quarter million for 21 charitable homes, The Society of Interpreters for the Deaf, National Council for the Blind, Malaysia as well as 2 Chinese and 1 Tamil schools. Each will be receiving RM10,000 as to finance the operation and maintenance of their homes, centres and schools. Adding icing to the cake, the brewer also made a special contribution of RM50,000 to SportExcel. In total, more than RM300,000 was disbursed for the betterment of the community.

Mr Soren Ravn, Managing Director, Carlsberg Malaysia said in his welcoming remarks, “I am most grateful to have the support of our business associates, trade associations and media partners who have made this fund raising mission a success. With our passion and generosity towards the community, more than a quarter million was raised in less than one month”.

Carlsberg Malaysia believes in supporting the community in an unconditional basis. It has a robust CSR program for the community that is highly regarded by the members of the public and NGOs. Three of its key charity projects for the development of education are ‘Top Ten Charity Campaign’, flagship project which is listed as the ‘The Longest and Highest Funds Raised through Chinese charity show, ‘Royal Stout Charity Campaign’ which is a smaller-scale fund raising platform focus on schools in the Northern region and ‘I Love Chinese Education Charity Campaign’ for the vernacular schools in East Malaysia. With the strong support from generous donors over these years, the programmes have accumulated total charity funds of RM409million and benefited 690 schools nationwide.

On the sports front, Carlsberg Malaysia also presented a special contribution of RM50,000 to SportExcel – the Foundation for Malaysian Sporting Excellence. The contribution was presented by MD Carlsberg Malaysia Soren Ravn to Mr Sivanandan Chinnadurai, Executive Director, SportExcel. Proceeds channeled to SportExcel were raised from the Carlsberg Golf Classic Charity Fund, a charity element of the country’s biggest and longest running amateur golf tournament.



In conjunction with the dinner, Carlsberg Malaysia also launched the 2012 Top Ten Charity Campaign. Top Ten, jointly organized with the Nanyang Siang Pau and China Press, is entering its 26 years and aimed to raise more funds and bring more fun through its nationwide charity road show that will commence in July until November. New artistes' line-up includes Christopher Lay, Amy Wang, Lin Jia Jun, Wil Wong, Ke Qing, Peace (champion of Astro singing competition), Pink Tan and Athena Beh (winners of Taiwanese singing reality shows) as well as Daniel Lee (the winner of Malaysian Idol 2005). Also special performance by well-known Malaysian boy group Thomas & Jack who have made their names in Taiwan and Jack Lim aka "Ah Beng", a popular TV personality at selected charity road shows.

For more information on Carlsberg Malaysia's community projects, please visit www.carlsbergmalaysia.com.my.

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