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Carlsberg Malaysia Accelerates Growth with RM343 Million Brewery Transformation

Celebrating the company's 55th anniversary with significant investments in advanced brewing technologies for reduced environmental footprint and sustainable growth.

SHAH ALAM, 13 November 2024 – Carlsberg Malaysia is celebrating its 55th anniversary with a substantial investment of RM343 million in Brewery Transformation. This initiative aims to accelerate growth through advanced brewing technologies that reduce environmental impact and promote sustainable practices.

This ongoing, multi-year investment demonstrates Carlsberg Malaysia's commitment to future-proofing its operations, with a strong focus on innovation and improving efficiencies in energy, water, and waste management—key factors for long-term success.

As the largest investment since the brewery was established in 1971, this balanced approach between technological advancements and sustainable improvements signals Carlsberg Malaysia's dedication to achieving zero carbon emissions within the brewery by 2030.

Notably, RM200 million was invested behind state-of-the-art bottling and canning lines alongside high-precision filtration systems designed to upgrade packaging capabilities, expand capacity and improve efficiency, ultimately lowering utility consumption. Meanwhile, over RM140 million was allocated towards energy-efficient and resource-optimising production technologies, as well as workplace safety upgrades, creating a progressive and inclusive environment for the crew behind the brews.

"This record investment over the last three years, amounting to a cumulative RM343 million, is a testament to our steadfast commitments to quality, sustainability, and future growth," said Stefano Clini, Managing Director of Carlsberg Malaysia. "As the first Carlsberg brewery built outside Copenhagen, Carlsberg Malaysia was incorporated in 1969 and is the only Danish manufacturing company listed on Bursa Malaysia. We take great pride in being a pioneer and a significant Danish investment in Shah Alam."

"Committed to quality, sustainability, and future growth, this transformation goes beyond expanding and upgrading our production capabilities; it is also about setting new benchmarks for responsible brewing and environmental stewardship. As we celebrate 55 years of operations in Malaysia, we look forward to accelerating progress towards zero carbon emission in a way that is both commercially and socially sustainable," Clini added.

The brewery transformation milestones were celebrated at an event officiated by YB Tuan Liew Chin Tong, Deputy Minister of Investment, Trade, and Industry, along with with the Ambassador of Denmark to Malaysia, Her Excellency Kirstine Berner, and the European Union Ambassador to Malaysia, His Excellency Rafael Daerr. The guests of honour were escorted on a guided tour of the brewery to witness the recent upgrades, along with representatives from the local government agencies and industry associations.



Her Excellency Kirstine Berner, Danish Ambassador to Malaysia, commented, “Carlsberg’s commitment to sustainability exemplifies Denmark’s values of responsibility and innovation. This showcases how technology and sustainable practices can go hand in hand, delivering positive outcomes for both business and community. Through Embassy initiatives like the Green Transition Alliance, we are dedicated to bringing together innovative Danish solution providers, thought leaders, and key stakeholders to explore collaborative opportunities for responsible growth – throughout the region. We are proud to support Carlsberg Malaysia’s forward-looking model for a greener transition.”

With advanced technology in place, Carlsberg Malaysia is ever ready to meet increasingly sophisticated consumer demand and explore new market opportunities. The state-of-the-art production capabilities, supported by a skilled workforce and better adaptability to the impacts of climate change, enable the brewer to respond agilely to market trends. This reinforces its market leadership in portfolio offerings and underscores its dedication to sustainable manufacturing.

Central to Carlsberg Malaysia’s transformation is its alignment with the global sustainability program, Together Towards ZERO and Beyond (TTZAB), which aims to achieve zero carbon emissions at breweries by 2030 and net-zero emissions across its value chain by 2040. The brewer advances its purpose of *Brewing for a Better Today and Tomorrow* by focusing on its ZERO Carbon Footprint, ZERO Packaging Waste, ZERO Water Waste, ZERO Irresponsible Drinking, and ZERO Accidents Culture. It also upholds other sustainable practices such as responsible sourcing, human rights practices, and diversity, equity, and inclusivity (DEI). This record investment positions Carlsberg Malaysia as an industry model, demonstrating how forward-thinking investments can create value for shareholders, meet evolving market needs, and adapt to the impacts of climate change.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my