

FOR IMMEDIATE RELEASE

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Page 1 of 4

22 finalists and counting to play at Carlsberg Golf Classic Finals

Qualifying legs see contesting golfers POP Carlsberg Smooth Draught on green and having great fun to win RM2.6 million worth of prizes

Shah Alam, 20 August 2019 – Carlsberg Smooth Draught, the official beer of Malaysia's leading amateur golf tournament Carlsberg Golf Classic (CGC) teed off to a great start with participants competing at the nationwide qualifying legs from now till 14th September.

Offering more than RM2.6 million in sponsorship value, the country's biggest and longest running golf event has seen 1,244 golfers vying for the coveted title at participating golf clubs in selected Central, Northern and East Malaysia regions. To date, there are 22 finalists and counting who will contend for the spot as Nett and Gross champions at the Finals in November.

This year, Carlsberg Golf Classic's extended inclusion of three open legs will be held at Palm Resort Golf and Country Club, Johor (12th September); Tropicana Golf & Country Resort, Petaling Jaya (17th October); and Meru Valley Golf & Country Club, Ipoh (24th October) inviting non-members to participate for the first time.

Attracting a bigger audience this year, CGC rounded up its tenth leg at Kota Permai Golf & Country Club, a participating golf club for the past 20 over years. It was all fun and excitement as players enjoyed ice-cold Carlsberg Smooth Draught, served up on the green, living up to the brand tagline of "Now You Can POP A Draught Anywhere!"

It was all smiles for Raimon Arindra who claimed the Gross Champion title when competing at his home club of 8 years in Kota Permai. "I've participated in a few tournaments but what's most interesting about Carlsberg Golf Classic is the novelty hole and mini games which gives a twist of funkiness and chances to win more prizes. The best part was availability of free Carlsberg Smooth Draught on the buggy, at the halfway hut and fairway!" he said. An avid fan of *Probably The Smoothest Beer*, Arindra scored five birdies and two boogies claiming the Gross Champion title at the tenth leg of CGC qualifying him to the Finals.

Golfer James Ku Lum Seng (古南成) with a handicap of 13 scored one birdie at the game, marking a total gross score of 80 to claim the spot as Nett Champion. "This is my best score ever throughout my 16 years of golfing experience! Carlsberg's golf

tournament is unique compared to other tournaments because there's much more fun on the green to break the intensity of the competition. I'm really excited to play at the national Finals!", said Ku, also a member of Kota Permai Golf & Country Club.

Progressively raising the bar every year, CGC proved to be "Probably The Best Golf Tournament" by taking the golfing experience to another level offering fun and engaging activities including the loudest POP! Challenge to generate the highest decibel when popping a Carlsberg Smooth Draught; and Spin & Win offering chances to win visits to "Probably The Best Brewery Tour" at Carlsberg's brewery in Shah Alam.

With 26 more legs to go, golfers will stand a chance to clinch one of the four hole-in-one prizes, consisting of a Mercedes A 200, Mercedes E 200, a Titoni Master Series Dual Time watch and an Ogawa Masterdrive Massage Chair at the national finals in November.

The tournament schedule and list of participating golf clubs are available on www.facebook.com/CarlsbergMY.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my