

FOR IMMEDIATE RELEASE

Press Statement 48/2019

9 December 2019

Page 1 of 4

Top Ten Charity Just Keeps Getting Better!

RM26.4 million raised for 13 schools in Carlsberg's constant pursuit of better for Chinese education

Shah Alam, 9 December 2019 – After eight states and five months, Carlsberg Malaysia's annual flagship community engagement programme – the Top Ten Charity Campaign – has concluded its 32nd year of fundraising with another humbling success! With overwhelming generosity and support from members of the public, 13 Chinese beneficiary schools have successfully raised RM26.4 million, benefiting thousands of students with better school infrastructure and sports facilities.

This year's Top Ten Charity campaign fundraising concerts were held across Peninsular Malaysia and Sabah, including four in Selangor, two each in Perak and Johor, and for schools in Sabah, Kedah, Negeri Sembilan, Penang and Melaka. The successful 2019 run has brought the campaign's running tally to over RM545 million to date benefitting more than 600 schools – a feat still unmatched in Malaysia!

Speaking at the opening ceremony at SJKC Peng Meng's charity concert in Kuala Langat, Selangor, Managing Director of Carlsberg Malaysia Stefano Clini said, "As we celebrate our 50th anniversary of our incorporation in Malaysia, we are also humbly honoured that Top Ten Charity has surpassed the RM500 million milestone and just keeps getting better! We are grateful for the support of the Chinese community and the close rapport we have fraternity of Chinese educations, and we pledge to continue spearheading this fundraising campaign in the years to come."

"At Carlsberg, we are driven by our purpose of Brewing for a Better Today and Tomorrow and we are proud of Top Ten Charity as a pioneering platform that brings schools and communities together year after year, contributing towards the success of Chinese education for the long-term benefit of future generations. Top Ten Charity is a key driver in Carlsberg Malaysia's win for The Edge's Billion Ringgit Club Best Corporate Responsibility Award this year and is a point of pride for our inclusion in the FTSE Russell FTSE4Good Bursa Malaysia index," added Clini.

Acclaimed as *Probably The Best Fundraising Platform* for Chinese education, the Top Ten Charity Campaign has been championing the development of Chinese education in Malaysia to raise funds for infrastructure upgrades, educational assets and programmes since 1987. The campaign



**Carlsberg Brewery
Malaysia Berhad** 55 Persiaran Selangor, Tel +603 5522 6688
Seksyen 15, Fax + 603 5519 1931
40200 Shah Alam, mygroupcomm@carlsberg.asia
Selangor Darul Ehsan, [facebook.com/CarlsbergMalaysia](https://www.facebook.com/CarlsbergMalaysia)
Malaysia. twitter.com/CarlsbergMY

also holds two records in the Malaysia Book of Records as the longest-running Chinese charity concert with the highest funds raised.

The line-up this year included Top Ten veterans and upcoming artistes including Gary Chee, Pink Tan, J Justin Lan, Tha Jie Ying, Ribbon Ooi, Lin Kah Jun, Crystal Ong and budding local superstar Jeryl Lee, who gained international recognition in 2016 through Chinese singing competition Sing! China featuring Taiwanese pop stars Jay Chou, Na Ying and Harlem Yu. Jeryl's presence at this year's charity concerts elevated the spectacular performances, leaving many concertgoers starstruck as she joined her fellow artistes to bring the show right up to the audience.

Like Carlsberg, Top Ten Charity 'Just Keeps Getting Better'! Inspired by Carlsberg's constant pursuit of betterment and its brand-new look and feel, this year's concert production is also bigger, bolder and better where attendees were immersed in performances and stage games inspired by Carlsberg's new look and practical betterments. Humble school halls were transformed into world-class stage productions with giant spacemen, colourful costumes, mesmerising dance choreography, fantastical LED lighting, and crowd engagements with artistes.

Carlsberg Malaysia welcomes applications from schools for next year's charity concert schedule. For more information on the Top Ten Charity Campaign, visit www.toptencharity.com.my.

-END-

For further enquiries, please contact:

Ny Choon Siang, Marketing Activation Manager	DL: 03-5522 6487	choonsiang.ng@carlsberg.asia
Koh Kian Mei, Senior Brand Manager	DL: 03-5522 6340	kianmei.koh@carlsberg.asia
Ezra Low, Corporate Comms & CSR Manager	DL: 03-5522 6431	ezra.yu.low@carlsberg.asia

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. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

新闻稿 48/2019
2019 年 12 月 9 日

十大义演精益求精，追求更好!

Carlsberg 再接再厉，与华教携手并进共为 13 间华校筹得 2640 万令吉

莎阿南 9 日讯 – 马来西亚 Carlsberg 的旗舰社区常年活动十大义演，今年巡回演出历时五个月，足迹遍布 8 个州，顺利完成其第 32 年的筹款使命，再创辉煌记录！在广大热心人士慷慨解囊之下，今年共为 13 间学校筹得 2,640 万令吉充作建校及提升设施用途，并将惠及数以千计的学生。

今年的十大义演巡回马来半岛以及远赴沙巴，在雪兰莪州就进行了四场演出，霹雳及柔佛各两场，而沙巴、吉打、森美兰、檳城及马六甲则各办一场。今年的顺利演出，也成功把总筹款额推高至 5 亿 4,500 万令吉，超过 600 间学校从中受惠，在国内的华教慈善筹款中依然独占鳌头！

马来西亚 Carlsberg 董事经理葛利尼在雪兰莪直落平民十大义演的开幕仪式上说：“我们很高兴，正值我们迎接落足马来西亚 50 周年之际，十大义演也正好冲破了 5 亿令吉大关，并再接再厉，不断精益求精，追求更好！我们矢志继续支持华教筹款活动，协助华社推动华文教育的发展。”

葛利尼补充说：“Carlsberg 的宗旨是‘酿造更美好的现在和未来’，就凭这股动力，我们创造了十大义演这个平台，让社区及学校每年都可以携手合作，齐心推动华教，造福子孙后代。马来西亚 Carlsberg 今年也凭藉十大义演而赢得了 The Edge 的十亿令吉俱乐部最佳企业社会责任奖，与此同时，我们也很荣幸能够被纳入富时罗素大马交易所社会责任指数。”

创始于 1987 年的十大义演，亦被誉为堪称最佳华教筹款平台，积极投入推动我国的华教发展，为华校募款建校基金，修建教育设施和推行活动。它也是大马记录大全的两项记录保持者，既是历史最悠久，亦是筹款额最高的华教慈善义演。

今年十大演出阵容由旧将带新人，包括徐志豪、陈珂冰、刘界辉、赵洁莹、黄若熙、凌加峻、王雪晶以及 2016 年扬名中国国际歌唱大赛的本地巨星李佩玲，这项比赛由周杰伦、那英及庾澄庆担任导师。今年十大义演获得李佩玲的助阵和众艺人落力演出，令台上生色不少，也令台下的观众们惊艳不已。

秉持着 Carlsberg 的宗旨，十大义演也不断精益求精，追求更好！今年的义演制作就如 Carlsberg 改换崭新包装一样，更大型、更大胆、更特出，让台下观众不仅仅沉浸在表演中，亦享受台上的游戏。现场的巨型太空人、五彩缤纷的服装、美妙的舞蹈、璀璨的 LED 灯光以及观众与艺人的热情互动，也把一个普通的学校礼堂也变成了世界级舞台。



**Carlsberg Brewery
Malaysia Berhad** 55 Persiaran Selangor, Tel +603 5522 6688
Seksyen 15, Fax + 603 5519 1931
40200 Shah Alam, mygroupcomm@carlsberg.asia
Selangor Darul Ehsan, [facebook.com/CarlsbergMalaysia](https://www.facebook.com/CarlsbergMalaysia)
Malaysia. twitter.com/CarlsbergMY

马来西亚 Carlsberg 现在开放明年十大义演申请，有意申请的学校可登录 www.toptencharity.com.my 查阅详情。

-END-

For further enquiries, please contact:

Ny Choon Siang, Marketing Activation Manager	DL: 03-5522 6487	choonsiang.ng@carlsberg.asia
Koh Kian Mei, Senior Brand Manager	DL: 03-5522 6340	kianmei.koh@carlsberg.asia
Ezra Low, Corporate Comms & CSR Manager	DL: 03-5522 6431	ezra.uu.low@carlsberg.asia

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. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer Kronenbourg 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.