

FOR IMMEDIATE RELEASE

Press Statement 26/2024

25 October 2024

Page 1 of 2

Carlsberg Golf Classic Concludes with Epic Victories and RM2.7 Million Prize Pool

Garmin Tech, a sensational Vespa surprise, and Mercedes-Benz EQA 250s elevate the 31st edition golf finale to exhilarating new heights!

SHAH ALAM, 25 October 2024 – The Carlsberg Golf Classic (CGC), Malaysia’s most celebrated and enduring amateur golf tournament series, concluded its 31st edition in spectacular fashion at the Kota Permai Golf & Country Club. With over 3,600 golfers competing in 32 action-packed qualifiers, this year’s tournament came to a thrilling conclusion as Lam Kong Foo and Lee Kok Hua claimed the titles of Gross and Nett Champions.

This year’s finals delivered a nail-biting finish, as Lam finished with 75 strokes (3 over par) showcasing precision and poise on the greens, seizing victory in front of an enthusiastic crowd. Alongside the Gross Champion, Nett winner Lee shared the winner’s spotlight, each receiving Garmin’s latest devices, including the Venu 3, epix Pro, and Approach Z82—tools that will take their game to the next level.

“Winning (the Carlsberg Golf Classic National Finals) is great, but the true highlight has been the camaraderie and sportsmanship on display. As an amateur, competing alongside such talented golfers in a tournament series has been an unforgettable experience. It’s not just about the prizes, it’s about the friendships and memories made along the way,” said Lee.

Since its June kick-off, the CGC has captivated golf enthusiasts across Malaysia, with competitions spanning Johor, Kedah, Kuala Lumpur, Melaka, Negeri Sembilan, Penang, Putrajaya, Sabah, Sarawak, and Selangor. The 2024 edition raised the bar with a spectacular RM2.7 million prize pool, new sponsorships, and a line-up of premium rewards that solidified CGC’s reputation as the gold standard for amateur golf tournaments.

This year’s tournament included Vespa and Le Botanical, joining forces with returning partners Hap Seng Star & Mercedes-Benz Malaysia, adidas, TaylorMade, and Garmin. The result? A tournament experience like no other. Vespa revved up the excitement by offering a Vespa Primavera for qualifying rounds and a Vespa Sprint for the grand finals as Hole-In-One prizes, turning the competition into a high-stakes affair.

Meanwhile, Mercedes-Benz Malaysia and Hap Seng Star continued their support with two stunning units of the Mercedes-Benz EQA 250 up for grabs as Hole-In-One prizes during the National Finals. Additional prizes included TaylorMade’s top-of-the-line golf equipment, adidas’ stylish apparel, and Garmin’s cutting-edge tech, ensuring every participant had the chance to take home something amazing.

Stefano Clini, Managing Director of Carlsberg Malaysia, expressed his pride in the tournament’s legacy stating, “What an incredible journey this has been! The Carlsberg Golf Classic is more than just a tournament—it’s a celebration of friendship, joy, and the spirit of healthy competition. We are



committed to strengthening Carlsberg’s position as the preferred beer at Malaysia’s top golf clubs and offering golfers a premium experience. Our goal is to continue elevating this iconic event, providing opportunities to sample Somersby 0.0 and other exciting Carlsberg variants, while ensuring our brand is synonymous with the very best in golf.”

As the final putt dropped and the last cheers rang out, Carlsberg Malaysia hosted a grand celebration in true Carlsberg fashion. Champions, participants, and supporters alike toasted to a memorable year — one that blended competitive spirit with moments of togetherness, proving once again why the Carlsberg Golf Classic is a must-play event in the Malaysian golfing calendar.

For more information, visit www.carlsbergmalaysia.com.my or follow Carlsberg Malaysia on Facebook and Instagram. As champions of responsible drinking, Carlsberg Malaysia continues to encourage everyone to **#CELEBRATERESPONSIBLY**—if you drink, don’t drive.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Immy Ooi, Senior Manager, Corporate Affairs & Sustainability	+603-5522 6431	Immy.LI.Ooi@carlsberg.asia
Nicholas Tan Ee Han, Senior Executive, Corporate & Marketing Activation	+6012-9408607	nicholas.eh.tan@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

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

Carlsberg 经典高尔夫球赛圆满落幕 见证辉煌胜利及总值 270 万令吉奖品

Garmin 电子产品、Vespa 振心惊喜、Mercedes-Benz EQA 250 将第 31 届决赛推向新高峰，

（莎亚南 2024 年 10 月 25 日讯）Carlsberg 经典高尔夫球赛（Carlsberg Golf Classic），即全马最受追捧、最长久业余高尔夫球赛系列，于 Kota Permai Golf & Country Club 为第 31 届赛事拉下帷幕，场面精彩万分。今年赛事吸引了超过 3,600 名球手参赛，经过 32 场刺激资格赛比拼之后，赛事来到了极点，在总决赛中目睹了蓝光富和 李国华分别夺下总杆冠军和净杆冠军。

今年的决赛呈现了一场扣人心弦的结局，Gross 冠军蓝光富以 75（超出标准杆 3 杆）成绩完成比赛，在赛场上展现了精准度的气质，在热情的观众眼前夺得胜利。除了总杆冠军，净杆冠军李国华也成为了焦点，两位各别获得了 Garmin 最新产品，包括 Venu 3、epix Pro 和 Approach Z82，助力他们打出境界。

蓝光富表示“取得（Carlsberg 经典高尔夫球赛全国总决赛）胜利，感觉虽然很棒，但是大家所展现的友谊精神和体育精神才是真正的亮点。身为业余球手，能够参与这项赛事，并与各位实力派球手比拼，是个非常难忘的体验。最大的意义不在于奖品，而是这一路上所建立的友情，以及共创的回忆。”

自 6 月开赛以来，Carlsberg 经典高尔夫球赛引起了全马各地高尔夫爱好者的瞩目，赛事遍及柔佛、吉打、吉隆坡、马六甲、森美兰、檳城、布城、沙巴、砂拉越，以及雪兰莪。2024 年赛事更是提升了标准，不仅提供总值 270 万令吉的丰厚奖品，还迎来了新赞助商。结合一系列精致的奖励，进一步巩固了 Carlsberg 经典高尔夫球赛作为业余高尔夫赛事黄金标准的声誉。

今年的赛事迎来了 Vespa 及 Le Botanical，连同再续合作伙伴 Hap Seng Star、大马 Mercedes-Benz、adidas、TaylorMade、Garmin 携手呈现了一场无与伦比的赛事体验。Vespa 为赛事增添了热度，赞助了一辆 Vespa Primavera 作为资格赛的奖品，并为总决赛赞助了一辆 Vespa Sprint 作为一杆进洞奖品，使比赛更具竞争性。

与此同时，大马 Mercedes-Benz 与 Hap Seng Star 持续鼎力支持，赞助了两辆 Mercedes-Benz EQA 250 作为全国总决赛一杆进洞奖品。其他奖品包括 TaylorMade 的顶级高尔夫器材、adidas 的时尚服装，以及 Garmin 的尖端科技，确保每位参赛者都有机会带走精美奖品。

对于此赛事的传承，马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）为此赛事感到光荣，并表示，“这是一段不可思议的旅程！Carlsberg 经典高尔夫球赛不仅是一场赛事，更是一场庆典，让大家共同为友谊、欢乐时刻以及健康竞争的精神喝彩。我们致力于进一步巩固 Carlsberg 作为大马前列高尔夫俱乐部首选啤酒的地位，并为高尔夫球手带来优质体验。我们怀着目标让这项标志性赛事继续升华，为大家提供品尝 Somersby 0.0 及其他风味有趣的 Carlsberg 产品的机会，同时确保本品牌与高尔夫的最佳体验紧密相连。”



随着最后一杆击出、欢呼声响起，马来西亚 Carlsberg 集团开启了盛大的庆祝活动，以最典型的 Carlsberg 风格呈现。冠军得主、参赛者和支持者共同举杯，为这一难忘的年份干杯——既有竞争精神，也珍视了相聚时刻，再次证明了 Carlsberg 经典高尔夫球赛是大马高尔夫界日历上不可错过的盛事。

更多资讯，浏览 www.carlsbergmalaysia.com.my，或关注 Carlsberg Malaysia 脸书专页和 Instagram 账号。理性饮酒，你我有责，马来西亚 Carlsberg 集团提醒各位“酒后不开车，开车不喝酒”。

#CELEBRATERESPONSIBLY

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

企业事务及可持续发展高级经理 黄丽荫 (Immy Ooi)	+603-5522 6431	Immy.LI.Ooi@carlsberg.asia
企业与市场活动策划高级执行员 陈毅瀚 (Nicholas Tan Ee Han)	+6012-9408607	nicholas.eh.tan@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught 及 Carlsberg Special Brew，还有国际优质啤酒：法国优质小麦啤酒 1664 Blanc、1664 BRUT 及 1664 Rosé、日本 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter，以及本地品牌：SKOL、Royal Stout、Nutrimalt。

我们拥有 600 多名员工，都以负责任方式销售本集团旗下产品，并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒，你我有责，时时刻刻牢记：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。