

FOR IMMEDIATE RELEASE

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Carlsberg Cheers to the Fans and the Most Anticipated Football Showdown

Bringing football fans the best moments and experiences at over 300 viewing parties

SHAH ALAM, 16 November 2022 – The support of fans makes football the greatest game on the planet and with the most anticipated tournament of the year inching closer, the streets of the nation will soon be filled with sports buffs looking for the perfect brew to cheer on their favourite teams. As huge lovers of football, Carlsberg celebrates each and every football occasions by calling fans from all over to cheers for their teams and enjoy match-day gatherings, rewards and excitement.

With a track record of throwing some of the liveliest football viewing parties, Carlsberg will be activating more than 300 celebrations across sports bars, pubs, and eateries nationwide, giving soccer-crazed fans an avenue to cheer on their favourite teams on match days starting from November to mid-December as well as opportunities to bag themselves exciting prizes including the coveted Fizzics machine and exclusive jerseys.

For the bigger showdowns, greater excitement lies in-store at the *'Cheers to the Fans'* events at Pavilion Bukit Jalil on the 2nd, 9th, 10th and 18th of December. Not only will fans get to watch the game in an adrenaline pumped arena, there will also be fun games to keep football enthusiasts in high spirits such as the *'Cheers to the Fans'* station, that assesses the vocal powers of fans, *'Cheers to the Managers'* station where football lovers can showcase their game play strategies, *'Cheers to the Wingers'* station for the ultimate photo shot and *'Cheers to the Commentators'* station that tests football knowledge. Die-hard fans who join all four viewing parties will also be rewarded with a free carton of Carlsberg products.

"Football lovers are dedicated, enthusiastic and keen to celebrate the sport while watching the most enigmatic football event. To Carlsberg, celebration is what we aspire to always do best and what better way to celebrate the game with football lovers than to make every game night a festive one," stated Stefano Clini, Managing Director of Carlsberg Malaysia.

Carlsberg is also rewarding consumers with exclusive money-can't-buy football jerseys with purchase of RM120 worth of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew on official e-commerce sites Shopee and Potboy, whilst consumers who spend RM20 or more on Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew in participating convenience stores will be instantly rewarded with RM5 eWallet Touch n'Go credit in West Malaysia or RM5 GrabPay credit over in East Malaysia. Both purchasing platforms also give consumers an opportunity to be in the running for Adidas Cash Vouchers worth RM500!

As tensions mount for all the football supporters out there, Carlsberg takes the soccer experience to the next level by being a part of the game with fans.

For more exciting news and information on the viewing parties, visit @CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates! And remember, as part of advocating responsible consumption, **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

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About Carlsberg Malaysia

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 Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg 为万众瞩目的足球对决，与球迷一同举杯喝彩！

在超过 300 个观看派对上为球迷带来最美好的时刻和体验

（**莎亚南 11 月 16 日讯**）足球之所以成为世界第一运动，是因为有球迷大力支持，而随着最重大足球盛事即将上演，全国大街小巷将充满球迷寻找绝佳去处，为他们最爱的球队加油打气。作为足球的巨大支持者与爱好者，Carlsberg 为每一位球迷喝彩，并乘上足球热潮，以更多奖励与精彩事物，让观看球赛的相聚时刻更美好。

Carlsberg 曾举办过一些最热闹的足球观赛派对，因此将在全国运动酒吧、酒馆及餐饮店，启动超过 300 个庆祝活动，让狂热足球人士从 11 月至 12 月中的比赛日，有个好去处为他们喜爱的球队欢呼喝彩。此外，足球爱好者也享有机会在每一场活动赢取精彩好康，包括 Carlsberg Fizzics 啤酒机以及独家球衣。

配合比较重大的球赛，球迷可分别在 12 月 2 日、9 日、10 日、18 日，于武吉加里尔柏威年广场（Pavilion Bukit Jalil）举办的 Carlsberg Cheers to the Fans 活动，获得特别待的球迷不仅可以在热血沸腾的场合观看球赛，现场还会有有趣的游戏站让足球爱好者高潮持续，例如“为球迷喝彩站”（Cheers to the Fans）此站将评估粉丝们的声音力量，“为经理喝彩站”（Cheers to the Managers）足球爱好者可以在这展示他们的比赛策略，在“为边锋喝彩站”（Cheers to the Wingers）拍照打卡以及测试足球知识的“为评论员喝彩站”（Cheers to the Commentators）。参加所有四个观看派对的铁杆粉丝还将获得一盒免费的嘉士伯产品。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“足球爱好者们专一且热情，也想要在观看世界上最美妙足球盛事的同时，注入一些派对气息，因此我们要确保在他们观看球赛的时候，能够与其他热情球迷体验到最好的氛围感。庆祝佳节是我们一直追求的美好事情，我们希望在每个球赛夜晚带来难忘体验，是向足球爱好者致敬的绝佳方式。”

为了迎接这场足球盛事的来临，Carlsberg 准备了好康送给消费者，在官方电商网站 Shopee 及 Potboy 购买价值 120 令吉 Carlsberg Danish Pilsner、Carlsberg 顺啤（Carlsberg Smooth Draught）或 Carlsberg Special Brew 的消费者，即可获得金钱买不到的独家球衣；在便利店购买 20 令吉或以上 Carlsberg Danish Pilsner、Carlsberg 顺啤（Carlsberg Smooth Draught）或 Carlsberg Special Brew 的西马消费者，即可立即获得 5 令吉 Touch n'Go eWallet 奖励，而东马消费者即可立即获得 5 令吉 GrabPay 奖励。通过这两种管道购物的消费者也享有机会赢取价值 500 令吉的 Adidas 现金礼券！

随着所有足球支持者的紧张局势加剧，Carlsberg 与球迷一起投入比赛将足球体验提升到一个新的水平。

更多精彩消息、关于足球观看派对的资讯，欢迎浏览 @CarlsbergMY 脸书专页（www.facebook.com/CarlsbergMY）以获知最新更新！记得要#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。



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