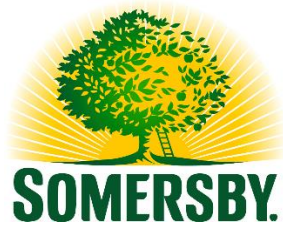


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#MagicMoments just a tap away on Somersby's A.R. App

Download Somersby's innovative augmented reality app and stand a chance to win a 3D2N all-expense paid trip to Singapore

Shah Alam, 25 August 2017 – We often take for granted the little pleasures in life. But it is these little pleasures that bring us the greatest joy, or as we'd like to call it - #MagicMoments! Live your #MagicMoments with Somersby by documenting life's simple, yet oh-so magical moments via the Somersby Malaysia augmented reality (A.R.) app now!

Integrating 3D animation with the latest in technology, the app features impressive A.R. interfaces and amusing Somersby animations. Be fascinated by a vibrant, bubbling bottle of Somersby that'll magically appear in your hand. Marvel at a rustic looking apple tree as the apples and swing animate, harmonised with uplifting music and sounds of chirping birds!

Best of all, these #MagicMoments can stand you a chance to win a 3D2N all-expense paid trip to Singapore for two! Weekly prizes of RM500 CASH and amazing prizes to be won too!

“Working on a little magic by leveraging technology, the Somersby Malaysia augmented reality app inspires consumers to celebrate life's little pleasures. By adopting a creative approach to deepen consumer engagement, everyone can share their magic moments with Somersby in their social media realm”, said Charles Wong, Marketing Director, Carlsberg Malaysia.



DOWNLOAD APP, SCAN THE APPLE & BLACKBERRY, TO WITNESS #MAGICMOMENTS

What are you waiting for? Download the app and start sharing these moments on Instagram using the hashtags #SomersbyMY #MagicMoments. You are now a step closer to this magical opportunity! Start snapping away before contest ends 30 September. Follow Somersby Malaysia on Facebook for more info at www.facebook.com/SomersbyMY.

About Somersby

Somersby is the bestselling cider in Malaysia*. It is a refreshing alcoholic drink made from real fruit juices and natural fruit flavouring. Best served over ice, Somersby Cider, with 4.5% alcohol, is sweet and refreshing with no beer after-taste. It is an easy drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider contains no artificial sweeteners, flavours or colourings and it is available in Apple and Blackberry variants.

**Source: National Key Retailers' Scanned Data: Jan'15 – Aug'16*

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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, Somersby, Asahi Super Dry 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.