

FOR IMMEDIATE RELEASE

Press Statement 20/2018

18 June 2018

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SKOL Unveils Bold New Look, Same Great Taste

Enjoy a crisp and refreshing beer as you “Cheers to Brotherhood!”

Shah Alam, 18 June 2018 – Just as ‘Yum Seng’ is synonymous with Malaysian drinkers, similarly, ‘SKOL’, which means ‘Cheers’, is a celebratory expression commonly used among the Danish, Norwegian and Swedish. Hence, consumers can now ‘SKOL’ with their ‘bros’ and let loose after a hard day’s work.

Unveiling its latest strategic brand packaging, SKOL’s new look boasts a bold, new vibrant visual spotting two clinking mugs depicting an intangible bond shared between friends who call each other ‘Bros’.

Packed with the same great taste using high quality ingredients yet is value for money makes SKOL a beer that is perfect to be enjoyed in the company of ‘Brothers’ after a hard day’s work. Its crisp and refreshing taste dwells well among drinkers allowing them to let loose and chill among ‘Bros’.

“SKOL has a strong following amongst Malaysian drinkers who thirst for its crisp yet refreshing taste. To spur some excitement among our consumers, we gave SKOL an all-new refreshed boost to its packaging with a splash of vibrant yellow and a tinge of silver and red,” said Lars Lehmann, Managing Director of Carlsberg Malaysia.

“The new icon features two clinking mugs illustrating the “Cheers to Brotherhood” tagline. Based on consumer insights, majority of SKOL drinkers are males who simply enjoy ‘bro’ moments together, where they let loose and appreciate their brotherhood bond”, Lars added.

Introduced to the Malaysian market in 2004, and internationally renowned as the No.1 beer brand in Brazil, SKOL’s latest refreshed look is expected to grab the attention of Malaysian drinkers who enjoy great beer at an affordable price.

To celebrate, SKOL has put together a series of exciting activations from June through July for consumers and invited guests which will take place at participating food courts and coffeeshops nationwide. Beer lovers will be entertained with dance and singing performances as they enjoy an ice-cold SKOL beer as they let loose with their ‘Bros’. There will also be loads of games and lucky draws with SKOL beers and cash prizes to be won.

The first five shows by SKOL in the month of June will be held on the 9th, 18th, 19th, 20th and 21st June at New Ice Coffee Restaurant @ Kuantan; Kiao Pii Restaurant and Karaoke @ Taiping; Restoran 5333 at Sitiawan; Impiana Karaoke @ Ipoh; and Baywatch Restaurant @ Tanjung Sepat, respectively. For more details, refer to the list below.

So, cool down after a hard day's work with your 'brothers' and enjoy a crisp, light and refreshing SKOL as you "Cheers to Brotherhood"!

| Date | Time | Venue |
|--------------|--------|---|
| 9 June 2018 | 8pm | New Ice Coffee Restaurant B-28 Taman Zurina, Jln Wong Ah Jang 25100 Kuantan |
| 18 June 2018 | 8pm | Kiao Pii Restaurant And Karaoke Lot 5399, Jalan Perusahaan 4 Kawasan Perusahaan Ringan Tupai, Taiping Perak |
| 19 June 2018 | 7pm | Restoran 5333 Lot. 4667, Simpang Dua, 32000 Sitiawan, Perak |
| 20 June 2018 | 8pm | Impiana Karaoke No 59-61-63 Jalan Menglembu Impiana 4 Taman Menglembu Impiana Adril Ipoh 31450 |
| 21 June 2018 | 7pm | Baywatch Restaurant No.72, Jalan Tepi Laut, 42800 Tanjung Sepat, Selangor |
| 3 July 2018 | 7:30pm | Yeap Pei Tse 24222, Jalan Raja Omar, Kg Bintang, 32000 Sitiawan, Perak |
| 4 July 2018 | 8pm | Ninety Six Food Stall No 211, Malaysia Park, Jalan Padang Tembak, 36000 Teluk Intan, Perak |
| 4 July 2018 | 8pm | Restaurant Tan Catering 7, Jalan Rahmat 5, Taman Malim Jaya, 75250, Melaka |
| 5 July 2018 | 7:30pm | Restoran Enam Enam Tiga Tiga 34, Pekan Gurney, 32010 Sitiawan, Perak |
| 6 July 2018 | 8:30pm | Restoran Makanan Laut Meai Siang No. 100, Jalan Besar, 34900 Pantai Remis, Perak |
| 9 July 2018 | 7pm | Speedy Restaurant Lot.907, Off Jalan Speedy, 36000 Teluk Intan, Perak |
| 10 July 2018 | 7:30pm | Restoran Makanan Laut Dan Minuman See Yang P113, Tanjong Burong (Pelantar), 34900 Pantai Remis, Perak |
| 10 July 2018 | 8pm | Restoran Makanan Laut Sin Hock Heng Huat 300a, Jalan Besar, Tg Sepat |
| 11 July 2018 | 8pm | Kedai Makanan Haikitian No.306 Kg Baru Ijok, Kuala Selangor |
| 13 July 2018 | 8pm | Kopitiam Sin Lok Yee 168,169, Jalan 3, Kampung Simee, 31400, Ipoh, Perak |
| 14 July 2018 | 8:30pm | Pusat Makanan Dan Minuman Kawan Karib No. 864, Jalan Pejabat Pos, 31900, Perak |
| 17 July 2018 | 8pm | Restaurant Hong Eng Sea Food No,17-19. Jln Aman 1, Tmn Aman, Bukit Rotan, Kapar, Klang Selangor |
| 19 July 2018 | 8pm | Restoran 4a Café Lot 1424/2, Jalan Air PuOh 24200 Kuantan Pahang |
| 20 July 2018 | 8pm | Restoran Sea Food Jia Jia Lai E2122, Jalan Wong Ah Jang, Taman Lisa, 25100 Kuantan Pahang |
| 20 July 2018 | 8pm | Bsac Café No. 1a, Jalan Blkg, Taman Kuala Ketil, Kuala Ketil 09300, Kedah |
| 21 July 2018 | 8pm | Restoran Ah Wui 51, Jalan Mok Hee Kiang, 28400, Mentakab, Pahang |
| 25 July 2018 | 8pm | Restoran Xin Fong Inn No 1, Lorong Teja Satu, Taman Keladi, 8000, Sungai Petani, Kedah |
| 26 July 2018 | 8pm | Kaktao Foodcourt No. 45, Jalan Piandang 17, Taman Piandang Indah, Tanjong Piandang 34250, Pulau Pinang |
| 27 July 2018 | 8pm | Zhen Bee Hiang Restaurant |

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| | | Restaurant No. 1708, Jalan Simpang Ampat Pusat Perniagaan Star Avenue 14100 Simpang Ampat Pulau Pinang |
| 28 July 2018 | 8pm | Kedai Makanan Hong Yun Lot 380 Jalan Menteri Pokok Assam, 34000 Taiping |

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.

For further enquiries, please contact:

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| May Ng Senior Executive, Corporate Communications & CSR | 03 - 5522 6404 | may.yk.ng@carlsberg.asia |

Incorporated in 1969, Carlsberg Malaysia is 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.

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SKOL 全新风貌，口味不变，却增添 ‘兄弟情’ 味

焕然一新的 SKOL 清爽依旧，让大家齐声高喊 “兄弟情深，举杯饮胜”

沙阿南 2018 年 6 月 18 日讯 – 北欧丹麦、挪威及瑞典人的一句 “SKOL”，就和马来西亚人高喊一声 “饮胜！” 一样，意思都是 “干杯”。而今 SKOL 全新包装上的 ‘碰杯’ 设计，鲜明地凸出 ‘SKOL’ 提倡的朋友联谊主题，让大家为彼此情若手足的兄弟情谊，痛快地干一杯！

焕然一新的 SKOL 包装，不变的经典口味以保持清新爽口的口感，就如醇厚的友谊一样，货真价实，是兄弟们在工余闲暇时小酌几杯的佳酿，让大家一起消暑放松，一解一天的工作劳累。

马来西亚 Carlsberg 集团董事经理雷盟说：“清新爽口的 SKOL，深受马来西亚啤酒爱好者的欢迎。我们为 SKOL 打造一个全新风貌，鲜黄的背景、银色的一撇，红色的文字，给消费者带来焕然一新的视觉体验。”

他补充说：“全新的碰杯标志设计，正标志着它的 “兄弟情深，举杯饮胜” 主题。根据消费研究，爱好 SKOL 的饮家大多数都是男性，而他们也一向重视情同手足的情谊，时而欢聚一起，齐齐放松解压。”

于 2004 年首次登陆马来西亚市场的 SKOL，享誉国际，是巴西最畅销的啤酒，而它焕然一新的风貌，实惠的价格，将再度吸引马来西亚饮家的目光。

配合新包装的推介，SKOL 定于 6 月至 7 月期间，在全国参与的美食中心和咖啡店举行系列精彩活动，并盛邀嘉宾共襄盛举。出席的啤酒爱好者也可与兄弟们边畅饮冰爽的 SKOL，边欣赏现场的精彩歌舞表演。除此之外，现场还备有许多游戏和丰富幸运抽奖，让与会者把 SKOL 啤酒和现金奖带回家。

SKOL 于 6 月呈献的首 5 场表演，分别落在 9 日、18 日、19 日、20 日及 21 日，地点是关丹 New Ice Coffee Restaurant；太平 Kiao Pii Restaurant and Karaoke；实兆远 Restoran 5333；怡保 Impiana Karaoke；及丹戎士拔 Baywatch Restaurant。欲知详情，请参阅以下清单。

经过一天辛劳工作，不妨与兄弟们一起来一瓶清新爽口的 SKOL，为“兄弟情深，举杯饮胜”！

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