

CLOSE TO 500 CARLSBERG DRINKERS CELEBRATE ABUNDANCE THIS HARVEST

Lucky Sabahan and Sarawakian consumers take home electronic gadgets from Carlsberg's Harvest promotion to stay connected with loved ones amid pandemic.

Shah Alam, 2 June 2021 – While the Harvest celebration will be a low-affair this year amid the nationwide MCO, Carlsberg lifted the spirits of close to 500 winners from its CELEBRATE Abundance Harvest campaign. For the first time ever, Carlsberg launched a series of Harvest-themed cans across Carlsberg Danish Pilsner and Carlsberg Smooth Draught to usher the Kaamatan and Gawai festivals. Kickstarted in March, Carlsberg's Harvest promotion offers attractive merchandise including electronic gadgets to help beer lovers stay connected with their loved ones while apart amid the pandemic.

The most anticipated annual festival in Sabah and Sarawak, Harvest, is inevitably another quaint affair this year amid the nationwide full movement control order (MCO). This may dampen the spirits of celebration to some, but to Carlsberg consumers, this Harvest festival was made better for approximately 500 Sabahans and Sarawakians. Seize the opportunity to win as the Harvest promotion at selected outlets in Sabah and Sarawak ends 30th June 2021!

In pursuit of offering better enjoyment of beer occasions through celebration, Carlsberg pulled all stops to celebrate the festival of abundance with consumers. Some 40 lucky weekly winners from Borneo were all smiles receiving a Samsung Galaxy Tab S7 worth RM3,299 while some 454 won a Samsung Galaxy Watch 3 worth RM1,799. In addition, hundreds of exclusive Harvest-themed Carlsberg jersey and inverted umbrellas were also redeemed.

Caroline Moreau, Marketing Director of Carlsberg Malaysia said, "We are mindful of consumers' sentiment this Harvest amid the pandemic and we believe that it is important to keep the traditions of celebrating the bountiful Harvest Festival with our consumers in Sabah and Sarawak. Carlsberg's CELEBRATE Abundance campaign aims to inspire everyone to celebrate Harvest as one, and we are pleased that this was brought to life through our promotions which has uplifted spirits amid the pandemic. We wish all who are celebrating a blessed Harvest and may their celebrations be filled with abundance of food and culture with their family and friends - no matter how far apart we may be".

The Harvest festivals remain memorable to many including our joyful winners who won Samsung electronic gadgets as they commended on the beautiful Harvest can packaging. Nelson Tang and Chee Seng Kui took home a Samsung Galaxy Tab S7 just by spending RM30 and above on Carlsberg at participating supermarkets and convenient stores which ended 31st May 2021.

Nelson Tang Yung Zai from Sabah reminisced the exuberant market fairs he attended with his peers and even made new friends. "Unfortunately, the celebration is subdued this year given the current circumstances. I made my regular Carlsberg purchases at a local 99 Speedmart for

Harvest celebration and it was a wonderful surprise when I was notified as one of the winners!", exclaimed the 30-year-old.

One of our loyal drinkers Chee Seng Kui misses the catch-up sessions with his friends at the local coffee shops over a beer. "I have been a regular drinker of Carlsberg and I especially prefer the Carlsberg Smooth Draught for its smooth brew. While I have yet to experience Harvest myself, I could resonate with the beautiful tribal cans and wish those who celebrate a happy Harvest. Thank you, Carlsberg!" said the 49-year-old from Kuching.

Winners Wee Nyuk Ping and Thambirethnam Balasundram won the Samsung Galaxy Watch 3 for purchasing RM90 and above of Carlsberg products. This promotion is applicable to takeaways at participating restaurants in East Malaysia subject to the SOPs, and is now extended till 30th June 2021.

53-year-old Thambirethnam Balasundram who hails from Penang has been residing in Sarawak with his family. "My wife is of Iban descent. At the stroke of midnight, I would usually be celebrating Dayak with the family over great food and drinks. I miss occasions like these where everyone gathers to celebrate the festival of abundance. This time round, I will be celebrating Harvest apart from my spouse as she is in Kuching while I am in Miri where duty calls. Nonetheless, I am glad that Carlsberg is keeping the celebrations in tune with these limited-edition Harvest cans!", quipped Balasundram, a loyal drinker of Carlsberg.

Wee Nyuk Ping who hails from Kuching, Sarawak was enjoying a humble night out with her friends at a bar in City One when dine-in was allowed said, "I enjoy spending time with my friends after a long day at work over a beer. Being a loyal fan of Carlsberg for many years, this is the first time I have ever won in Carlsberg's promotion. I'm very happy over this win as my numerous participations have finally paid off!", said the 43-year-old.

In light of the current MCO, the promotion at participating food courts and coffee shops is also extended till 30th June 2021 subject to the SOPs. Collect 18 bottle caps to redeem a Harvest-exclusive Carlsberg jersey or 36 bottle caps to redeem a Harvest-exclusive Carlsberg inverted umbrella. Applicable to big bottles of Carlsberg Danish Pilsner or Carlsberg Smooth Draught purchases, win jerseys and umbrellas that are available in green, white and grey colours.

Visit www.probablythebest.com.my to find out more about ongoing promotions by Carlsberg. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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

接近 500 位 Carlsberg 饮者欢庆丰盛喜悦的丰收节

来自沙巴和砂拉越的幸运消费者从 Carlsberg 丰收节促销中赢得了电子产品，以便在疫情期间与亲朋好友保持联系

（莎亚南 2 日讯）虽然今年的丰收节将在全国行动管制令下低调进行，Carlsberg 通过 CELEBRATE Abundance 活动为大约 500 位胜利者带来喜庆。Carlsberg 有史以来第一次展开了以丰收节为主题的 Carlsberg Danish Pilsner 及 Carlsberg 顺啤（Smooth Draught）罐装，欢庆沙巴丰收节（Pesta Kaamatan）和达雅丰收节（Hari Gawai）。从 3 月份开跑的 Carlsberg 丰收节促销送出了各种精彩奖品，包括电子产品，以助啤酒爱好者在疫情期间与亲朋好友保持联系。

随着全国实施的全面行动管制令（full MCO），一年一度在沙巴和砂拉越众所期待的丰收节，今年难免又是一个宁静的节日。这可能让部分人感叹，可是对 Carlsberg 消费者而言，接近 500 位沙巴和砂拉越子民迎来了更美好的丰收节。在沙巴和砂拉越指定商店所进行丰收节促销将于 2021 年 6 月 30 日结束，抓紧这机会赢取丰富奖品！

为了追求在佳节时期带来更美好的饮酒享受时刻，Carlsberg 全力以赴与消费者欢庆这丰裕的节日。将近 40 位来自婆罗洲岛的每周幸运获奖者满脸笑容地接获了一台价值 3299 令吉的 Samsung Galaxy Tab S7 平板电脑，而将近 454 位获奖者赢取了一款价值 1799 令吉的 Samsung Galaxy Watch 3 智能手表。此外，数百个以丰收节为主题的独家 Carlsberg 球衣和反向伞也被换取了。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“疫情之下，我们明白消费者在这丰收节的心情，我们也相信，保持与沙巴和砂拉越的消费者庆祝丰收节的这份传统也很重要。Carlsberg 的 CELEBRATE Abundance 活动旨在启发大家共同欢庆丰收节，而我们很高兴这一点也通过我们的促销注入了活力，在疫情下振奋人心。我们祝所有庆祝这节日的同胞，有个美好的丰收节，愿他们与家人和朋友的庆典充满丰富的美食和文化，不管距离有多遥远。”

丰收节对许多人来说仍然令人难忘，包括赢得了 Samsung 电子产品的消费者，他们也对精美的丰收节罐装包装赞不绝口。陈勇丞和徐圣逵在有参与促销的超级市场及便利店只花了 30 令吉以上就能把 Samsung Galaxy Tab S7 平板电脑赢回家，而该促销也于 2021 年 5 月 31 日结束了。

来自沙巴的陈勇丞回想起他与好友一起参加的热闹的市集，甚至在那儿结交了新朋友。30 岁的他坦言：“很不幸的，今年的庆典也因为当前情况淡了许多。我跟平时一样在本地一家 99 连锁便利店购买 Carlsberg 顺便准备丰收节的来临，当我被通知我是其中一位获胜者时，我感到非常惊喜！”

其中一位 Carlsberg 忠诚饮者徐圣逵表示，他怀念与朋友在本地咖啡店相聚饮酒。这位 43 岁来自古晋的饮者说：“我一直以来都是 Carlsberg 的饮者，而且特别喜欢口感顺滑的 Carlsberg 顺啤。虽然我本身没有体验过丰收节，但这些精美的民俗罐装设计让我产生了共鸣，祝贺所有庆祝这节日的同胞丰收节快乐。谢谢，Carlsberg！”

获胜者黄玉嫔和淡比雷南（Thambirethnam Balasundram）消费了 90 令吉以上的 Carlsberg 产品，并赢得了 Samsung Galaxy Watch 3 智能手表。该促销适用于东马指定酒吧和餐厅的外卖服务并需符合现有的行管令标准作业程序，现展延至 2021 年 6 月 30 日。

53 岁来自檳城的淡比雷南如今与家人居住在砂拉越。这位 Carlsberg 忠诚饮者说：“我老婆是伊班人。当午夜钟声响起时，我通常会和家人一起享用美食和饮料庆祝达雅节。我想念这样的场合，每个人都聚集在一起庆祝丰裕的节日。而这次呢，我将和老婆远距离庆祝丰收节，她人在古晋，而我因为工作关系在美里。尽管如此，我很高兴 Carlsberg 配合庆典推出这些限量版丰收节罐装。”

当堂食还被允许的时候，43 岁来自砂拉越古晋的黄玉嫔与她的朋友在 City One 的一家酒吧度过一个低调的夜晚时说道：“经过漫长的一天工作后，我喜欢和朋友一起喝啤酒。身为 Carlsberg 多年来的忠诚粉丝，这是我第一次在 Carlsberg 促销中得奖。我对这奖品感到非常高兴，所有的提交总算得到了收获！”

鉴于当前实施的行动管制令，在有参与的美食中心及咖啡店所进行的促销也展延至 2021 年 6 月 30 日，须服从于标准作业程序。收集 18 个瓶盖以换取一件丰收节独家 Carlsberg T 恤，或收集 36 个瓶盖以换取丰收节独家 Carlsberg 反向伞。该促销只适用于大瓶装 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的瓶盖，而 T 恤及反向伞的颜色包括绿色、白色、灰色。

浏览 www.probablythebest.com.my 以发掘更多关于 Carlsberg 目前所进行的促销。在脸书及 IG 按赞并跟随@CarlsbergMY 以获知 Carlsberg 最新活动和好康。

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