

Press release 17/2016

24 June 2016

Page 1 of 2

FOR IMMEDIATE RELEASE

10 Malaysians to Experience Probably the Best Football Experience Ever

Kuala Lumpur, MALAYSIA, 24 June 2016 – They got themselves some ice-cold Carlsberg and now they're on their way to France to experience probably the best Carlsberg has to offer at the UEFA EURO 2016™.

'Play on Pitch' winners - Raymond Chew Fook Yuen, Gan Tze Keong, Rathakrishnan, Tan Boon Foi and Dr. Ling Shih Gang and their respective mate will get to watch the semi-finals live in Lyon, France and experience what it's like to be a football star and play on pitch at Stade de Lyon, the official stadium of the UEFA EURO 2016™ Semi-final. They will be amongst the only 100 winners from around the world who will get this once in a lifetime chance to experience football like never before.

Apart from getting the best seats and views during the tournament, the 5 winners, together with their favourite mate, will receive personalized soccer kits, be given access to locker rooms and 5-star hospitality at the Stadium. The highlight of the experience is the chance to play, interact and probably score some goals together with some great legends from the past UEFA EURO tournaments on the pitch of Stade de Lyon – the exact field where the Semi-final is held.

"We're very excited to give these winners the best football experience possible. Carlsberg, being the official beer of the tournament, has always been about doing it better for the fans – what other way to attest this promise than give them a once-in-a-lifetime chance to experience and play their favourite sport in probably the best way possible – alongside their favourite football heroes," said Henrik Juel Andersen, Carlsberg Malaysia Managing Director.

Raymond Chew, 49, one of the five pairs of winners from the Play on Pitch contest said, "I am feeling really excited now. I never thought that I will win the contest. Being able to watch the UEFA EURO Semi-final live in France is like a dream come true! Meeting the football legends is what I am most excited about - I really hope I can meet Zinedine Zidane! Carlsberg has never let its fans down and I have always been a big Carlsberg fan."

On the other hand, Gan Tze Keong, 33, insurance broker expressed, "Being selected as one of the winners of the Play on Pitch contest really took me by surprise. I'm so excited to be watching the UEFA EURO Semi-final live in France. Moreover, I will be able to Play on Pitch with the football legends. I will be travelling with my wife who is the one who encouraged me to take part in this contest. Being able to travel to France and witness the UEFA EURO match live with my wife is a dream come true. Thank you Carlsberg for making this happen!"

For more information on Carlsberg's partnership with UEFA for the UEFA EURO 2016™ Semi-final, please visit www.probablythebest.com.my or Carlsberg's Facebook page.

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ABOUT CARLSBERG AND UEFA EURO 2016™

Since the 1988 UEFA European Championship in the former West Germany, Carlsberg has been the official sponsor of UEFA EURO - one of the world's biggest football events - and in 2016, the partnership between Carlsberg and UEFA continues. With the renewal of this partnership, Carlsberg remains an official sponsor of the UEFA European Championship and acquires rights in connection to the European qualifiers from 2014-2017. This will be Carlsberg's 8th consecutive sponsorship of UEFA's national-team competitions and underlines our commitment supporting football.

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.

For further enquiries, please contact:

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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.

Press release 17/2016

Page 1 of 2

27 June 2016

新闻发布稿

10 位 Carlsberg 粉丝将体验堪称全球最佳足球体验

马来西亚吉隆坡，6月27日讯 — 谁会料到冰凉顺喉的 Carlsberg 能为你带来梦寐以求的人生体验？Carlsberg，2016 年欧洲足球锦标赛（UEFA EURO 2016™，简称欧锦赛）的官方啤酒早前在马来西亚带来连串精彩活动。其中一项竞赛 Play on Pitch 就正正诞生了 10 位幸运儿，即将前往法国体验堪称世界最佳足球盛事！

“Play on Pitch”竞赛得奖者周福运 (Raymond Chew Fook Yuen)、颜自强 (Gan Tze Keong)、Rathakrishnan、陈玟珩 (Tan Boon Foi) 及林世刚医生 (Dr. Ling Shih Gang) 与各自的伙伴，将亲身前往法国里昂现场观赏欧锦半决赛之余，并当一日足球明星，在欧锦半决赛官方球场 — 里昂足球场上与足球传奇英雄切磋球艺。全球仅有 100 名得奖者获此千金难买的通行证，而他们正是其中一分子。

除了坐上最好的位子，以最佳的视角观赏赛事，这 5 名得奖者与他们的伙伴将获取个人专属足球球衣及配件、通行于球星们的更衣室，以及享用独家欧足联俱乐部设施。此足球体验的亮点在于，得奖者将踏足欧锦半决赛赛场 — 里昂足球场，单挑历届欧锦赛足球传奇英雄，及参与点球大战并对垒著名守门将。

“我们能为得奖者带来最佳足球体验深感兴奋。身任赛事官方啤酒，Carlsberg 一向致力为球迷提升独特的体验。为我们忠实支持者们带来这堪称全球最佳的大奖，与梦寐以求的足球英雄一同享受他们喜爱的运动，是我们践行这个承诺的最佳证明。”马来西亚 Carlsberg 集团董事经理皇德生如此表示。

“Play on Pitch”竞赛 5 名得奖者之一，49 岁的周福运说，“我感到非常兴奋，我不曾想过自己会得奖。能够亲临法国现场观赏欧锦半决赛，简直是梦想成真！我最兴奋的是莫过于见到足球传奇英雄，非常希望可以与齐内丁·齐达内会面！Carlsberg 从未让球迷失望，而我一直以来也是 Carlsberg 的忠实粉丝。”

33 岁的保险经纪人颜自强说，“能中选为“Play on Pitch”竞赛得奖者之一，是我人生中最大的惊喜。能亲身前往法国现场观赏欧锦半决赛，让我感觉热血沸腾。最重要的是我有机会与足球传奇英雄同场切磋球艺！我将会与妻子同行，是她鼓励我参赛的。这次的出游圆了很多美梦，感谢 Carlsberg 让这一切成真。”

有关 Carlsberg 与欧洲足球锦标赛合作消息及各项活动，请浏览 <http://www.probablythebest.com.my> 或 Carlsberg 面子书获知详情。

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