

FOR IMMEDIATE RELEASE

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A Guide to Smoothness and Longevity by Carlsberg and Dato' Joey Yap

Carlsberg, together with the World Renowned Feng Shui Expert Dato' Joey Yap, releases Chinese Zodiac reading videos, sharing scores of tips and advice

SHAH ALAM, 13 January 2022 – Bringing to life its Chinese New Year Campaign theme that wishes beer lovers '*Coming Together for a Smoother Year*', Carlsberg has teamed up with the World's No.1 expert in Feng Shui and Chinese Metaphysics, Dato' Joey Yap, to share what lies in store for each Zodiac sign this Lunar New Year.

Following the resounding success in 2019, this partnership marks the second CNY collaboration between Carlsberg and Dato' Joey Yap. Building on the positive reviews, the beer brand believes 2022 is the time for beer consumers to rethink lives, restore livelihoods and rejoice with family and friends while coping with the pandemic.

By tapping into the ancient philosophy and wisdom of metaphysics, Carlsberg brings Dato' Joey Yap into the fold once again to give consumers a guide on how they can better achieve greater balance and improvements in their lives. Understanding that the rebuilding process is not going to be easy, this partnership aims to give beer enthusiasts a helping hand in optimising abundance and prosperity to have 'smoothness' and 'longevity' in the year ahead. Even the brewer's CNY limited edition cans featuring the Chinese character 'Fu' [福] and ancient Chinese Treasure ships have received a positive nod from the Feng Shui expert signifying, smoothness, wellbeing and abundance.

"The year 2022 is decidedly a new year in so many ways. As we emerge better together, we at Carlsberg hope that this year will present us with more positive opportunities, a greater outlook on what lies ahead and prosperity. We decided to work with Dato' Joey Yap again, who is undoubtedly an expert on the subject matter, to share Feng Shui insights with consumers so that we can all capitalise on the infinite potential, exuberance, and abundance in this Lunar New Year," said Stefano Clini, Managing Director of Carlsberg Malaysia.

According to Dato' Joey Yap, "The campaign theme for CNY this year, '*Coming Together for a Smoother Year*' is extremely fitting given what we have all lived through the last two years. 2022 is a new beginning for all of us, and Carlsberg, with such an astute understanding of their customers, has put together a campaign that not only encourages positivity but allows everyone to have better clarity and focus for a smoother, happier and healthier year ahead."



Presented in the form of 12 videos, which also feature actor and comedian Jaspers Lai, best known for his character “Bao YaGood”, the Zodiac readings have been carefully directed to focus on each specific sign, delivering unique insights, tips and advice on how consumers can navigate the new year to their benefit and enjoy smoothness and longevity together with friends and family. Each Zodiac reading is also featured exclusively on Carlsberg’s 12 unique playing cards, so consumers can look forward to obtaining all 12 decks for the full Zodiac set, making it a great collector’s item this coming CNY.

Apart from the videos and exclusive playing cards, Carlsberg has invited Dato’ Joey Yap to host a special sharing session during its Chinese New Year celebration event taking place in mid-January. The event which kicks-off a full calendar of activities is geared towards bringing the essence and traditions of CNY to life which will be accessible to everyone.

“Our ‘Coming Together for a Smoother Year’ campaign is more than just having a great CNY celebration. We hope that with our limited-edition CNY Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans, exclusive rewards, distinctive Zodiac videos and planned activities, we will be able to energise the wellbeing of all beer enthusiasts, deliver harmony and prosperity and help everyone find ‘smoothness’ and ‘longevity’ moving forward,” added Clini.

The customised Zodiac Sign videos for 2022 by Carlsberg and Dato’ Joey Yap will be available from 5th January 2022 on <https://carlsbergcny.com.my/djy-zodiac>.

For more information on all ongoing Chinese New Year promotions and events, visit <https://www.carlsbergcny.com.my>. Be sure to ‘Like’ and ‘Follow’ CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates!

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don’t drive – #CelebrateResponsibly.

– End –

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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 Thailand, Taiwan, Hong Kong and Laos.



Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. 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, as well as US award-winning craft beer Brooklyn Brewery. 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 和 Dato' Joey Yap 与您一起迎接一帆风顺，福寿安康的一年

Carlsberg 连同世界知名风水专家 Dato' Joey Yap 带来十二生肖运程视频，与大家分享各种小贴士迎接新一年

（**莎亚南 13 日讯**）为了带出“酒违相逢，齐庆顺年”农历新年活动主题的气息，Carlsberg 与世界第一风水和中华术数专家 Dato' Joey Yap 合作，与大家分享今年十二生肖运程，做好准备迎接新一年。

随着 2019 年合作有成、反应良好，Carlsberg 与 Dato' Joey Yap 第二次展开合作，与大家欢庆农历新年。该品牌坚信啤酒消费者有望在 2022 年与病毒共存的同时，重新思考生活、恢复生计，并与亲朋好友共享欢乐时刻。

以古代哲学和形上学的智慧为基础，Carlsberg 再度引荐 Dato' Joey Yap 指导消费者如何更好地取得生活平衡、改善生活。意识到迈向新征程的过程并非易事，此项合作有望助力啤酒爱好者在来年富裕昌盛，一帆风顺，福寿安康。而 Carlsberg 限量版农历新年罐装上，象征福寿安康、吉祥如意的“福”字春联；代表一帆风顺，前程似锦的古代红帆宝船，都获得了该风水专家的认可。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“2022 年在许多方面充满新机会。我们如今正迈向更好的明天，Carlsberg 希望新一年将为大家带来更多良好机会、更好的前景、更旺盛的生活。为了迎接新的一年，我们与知名资深的 Dato' Joey Yap 合作，与消费者分享风水运程，让大家尽可能发挥无限潜力，在新一年兴旺发！”

Dato' Joey Yap 透露：“今年以‘酒违相逢，齐庆顺年’为主题的农历新年活动，写照我们过去两年的生活经历。对大家而言，2022 年是一个新开始，而 Carlsberg 凭着对消费者的了解，精心策划了一项正能量满满的活动，让每个人都能更清楚、更专注于迈向更顺利、更快乐和更健康的一年。”

有关十二生肖运程以 12 部视频精彩呈现，其中以“暴牙菇”角色爆红的喜剧演员 Jaspers 赖宇涵也在视频中现身，为消费者一一解读所有十二生肖运程，并提供小贴士迎接新一年，与亲朋好友一帆风顺，福寿安康。该十二生肖运程解读也独家出现在 Carlsberg 扑克牌，消费者可收集所有 12 套扑克牌，组成完整版十二生肖，作为佳节收藏品。

除了视频和独家扑克牌，Carlsberg 于 1 月中举办的农历新年现场活动，也邀请了 Dato' Joey Yap 特别主持一场分享会，开启新一年的到来，展现农历新年传统精髓，并免费开放给大众参与。

葛利尼补充说：“这个‘酒违相逢，齐庆顺年’的活动意义不仅在于欢欢喜喜过新年，通过限量版 Carlsberg Danish Pilsner 和 Carlsberg 吨啤罐装、独家奖励、独特十二生肖视频，以及相关活动，我们希望能够启发啤酒爱好者积极向上，传递和谐、富裕的气息，助力大家一帆风顺，福寿安康向前行！”



由 Carlsberg 和 Dato' Joey Yap 带来的 2022 年十二生肖特制视频将从 2022 年 1 月 5 日起在 <https://carlsbergcny.com.my/djy-zodiac> 亮相。

更多关于所有正在进行的农历新年促销活动的详情，请浏览 <https://www.carlsbergcny.com.my>。记得点击 www.facebook.com/CarlsbergMY 按赞追踪 CarlsbergMY 脸书专页，以获得最新资讯！

当然，为了生活安全、责任心，我们提倡#理性饮酒——酒后不开车，平安到永久。

-完-

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