

FOR IMMEDIATE RELEASE

Press Statement 34/2017

22 November 2017

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Tap your beer at Malaysia's first-of-its kind beer ATM

Tap-it-Out offers probably the most innovative beer tapping experience of Carlsberg Malaysia's brews

Kuala Lumpur, 22 November 2017 – Well-known for its first-of-its kind beer automated teller machine (ATM) in Malaysia, Tap-it-Out @ Solaris Mont Kiara has been the talk of the town since it first opened doors in August this year. If you think that it was all just talk, you have got to head down to Tap-it-Out to experience probably the most innovative beer tapping from a fully automated beer bar yourself! All you need to do is purchase a prepaid card or better known as beer pass.

At a grand opening party, founders of Tap-it-Out Ethan Yoon, Ryan Foo and Joltan Ng hosted some 200 guests together with their key business partner Carlsberg Malaysia, represented by Managing Director Lars Lehmann, Sales Director Gary Tan and Corporate Communications & CSR Director Pearl Lai. All of them poured a perfect pint from the beer-ATMs to mark the official opening. Tap-it-Out offers nine types of draught beer including Carlsberg, Asahi, Connor's, Kronenbourg 1664 Blanc, Löwenbräu, Erdinger Weissbier, Hoegaarden, Stella Artois and Leffe.

"Response has been overwhelming so far! Since the inception, we've received many positive reviews, secured many regular customers and hosted numerous private functions just over the last three months. We have many exciting activities lined up in the coming weeks leading up to the festive seasons", Ethan Yoon, a 30-year-old entrepreneur shared.

Managing Director Lars Lehmann congratulated Tap-it-Out and said: "We are most delighted to have Carlsberg Malaysia's probably the best draughts portfolio brands available for this probably the most innovative beer-tapping experience. It probably tastes better when you can tap a perfect pint all by yourself. This is bringing the enjoyment of drinking draught beer to a whole new level. We trust our partnership with Tap-it-Out would be *#ProbablytheBest* one!"

The beer ATM is a fun and simple innovation allowing beer lovers to tap their choice of premium beers available with just a tap of the beer pass! Simply purchase a beer pass from the counter, select beer of your choice, scan the beer pass on the monitor and tap your perfect pint! The beer pass has a lifetime validity and is reloadable in multiples of RM50.

In conjunction with the grand opening, Tap-it-Out launched its Snap & Win contest with a chance to win a beer pass worth RM1,122! In two simple steps, first snap a photo or selfie at Tap-it-Out, and secondly post it on Facebook and/or Instagram with the hashtag *#tapitoutmsiagrandopening*. It's that simple!

If you've liked their Instagram and Facebook, present it to the bar staff and you will be entitled to an additional 10% credit when you reload. The Snap & Win contest and credit promo is only valid from 22 to 24 November 2017.

Skip long waits, or waiting to be served and have a go at pouring your own perfect pint! Tap-it-Out Solaris is open daily from 4pm to 2am, seven days a week. For more info, visit Tap-it-Out's official Facebook page at www.facebook.com/tapitoutmsia/

About Tap-it-Out

Tap-it-Out Solaris is the first beer ATM in Malaysia, bringing a whole new level of experience to the drinking culture in Malaysia. Patrons can tap their own beer at the automated beer taps using our prepaid beer pass. Tap-it-Out serves a wide range of fresh, premium draught beers namely Carlsberg, Asahi, Connor's, Kronenbourg 1664 Blanc, Löwenbräu, Erdinger Weissbier, Hoegaarden, Stella Artois and Leffe.

About Carlsberg Malaysia

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 and 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.

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供即刻发布

新闻稿 34/2017
2017 年 11 月 22 日

大马史上第一款啤酒 ATM 让你自动提酒

Tap-It-Out 带来堪称最佳创意啤酒体验，畅享马来西亚 Carlsberg 集团旗下佳酿

吉隆坡 22 日讯 – 满家乐 Solaris 的 Tap-It-Out 引进了马来西亚破天荒的第一款自动提酒机啤酒 ATM；自从今年八月开始营业，已成为轰动全城的焦点。如果你以为这只是传言，不妨亲临 Tap-it-Out，亲自体验堪称最佳创意啤酒体验！你只需预购一张预付卡或通称为啤酒卡（beer pass）即可从全自动提酒机提酒。

Tap-it-Out 的三位创办人 Ethan 袁瀚绅、Ryan 符式凯 与 Joltan 黄国俊 在盛大开业典礼上偕同主要商业伙伴马来西亚 Carlsberg 集团，盛情款待约 200 位嘉宾。莅临现场的马来西亚 Carlsberg 集团代表有董事经理雷盟、销售总监陈森宦与企业传讯及企业社会责任总监赖明珠。所有贵宾都从自动提酒机（beer-ATM）提取啤酒，象征着它正式开业。Tap-it-Out 提供 9 种啤酒包括 Carlsberg、Asahi、Connor's、Kronenbourg 1664 Blanc、Löwenbräu、Erdinger Weissbier、Hoegaarden、Stella Artois 及 Leffe。

现年 30 岁的企业家袁瀚绅分享说：“启业至今，反应非常热烈！并且在过去三个月，也获得许多正面评价，常客也增加了，亦办了多场的私人活动。从现在至佳节期间，我们也已经准备了系列精彩节目与客户共欢共乐。”

董事经理雷盟向 Tap-it-Out 祝贺时也说：“我们很荣幸，马来西亚 Carlsberg 集团堪称最佳品牌都在这里登场，为大家带来堪称最佳创意啤酒体验。能亲手为自己斟一杯啤酒或黑啤，那种体验是特别有滋味。它就如生啤一般，别具一番滋味。而能够和 Tap-it-Out 成为合作伙伴，也是堪称最佳的（*#ProbablytheBest*）！”

自动提酒机（beer ATM）虽机制简单但充满欢乐，它让饮家只需拍一拍啤酒卡，就可以选择他们喜欢的优质啤酒！饮家只需向柜台购买一张啤酒卡，选你心目中喜爱的啤酒，将卡放上屏幕扫描，然后就可斟满你的杯！啤酒卡终身有效，而最低充值为 50 令吉的倍数。

配合此次盛大的开业典礼，Tap-it-Out 也推出了拍了赢 (Snap & Win) 竞赛，让参与者有机会赢取价值 RM1,122 的啤酒卡！参加者只需做两个步骤；首先，在 Tap-it-Out 拍张照或自拍；接着，就将它标签 *#tapitoutmsiagrandopening* 及上传至脸书及/或 Instagram。就这么简单！如果你在他们的 Instagram 及 Facebook 点赞，并出示给酒吧职员看，你就可在充值时获得 10%折扣。拍了赢竞赛及充值促销有效期为 2017 年 11 月 22 日至 24 日。

从今以后不必再苦苦地等或等待服务员侍候，自己就可斟满一杯！Solaris 的 Tap-it-Out 每天营业时间为下午 4 时至凌晨 2 时，每周 7 天。欲了解详情，请浏览 Tap-it-Out 官方脸书专页 www.facebook.com/tapitoutmsia/

关于 Tap-it-Out

Tap-it-Out Solaris 设置了马来西亚第一个自动提酒机 (beer ATM)，将把马来西亚品酒文化提升新的档次。客户可以使用他们的预付啤酒卡在自动提酒机取酒。Tap-it-Out 提供广泛精品啤酒，有 Carlsberg、Asahi、Connor's、Kronenbourg 1664 Blanc、Löwenbräu、Erdinger Weissbier、Hoegaarden、Stella Artois 及 Leffe。

关于 Carlsberg 集团

1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 <https://www.carlsbergmalaysia.com.my/>。

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