

FOR IMMEDIATE RELEASE

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Page 1 of 2

Carlsberg Malaysia's Top Ten Charity Campaign Makes a Strong Return with Bigger Impact

The annual fund-raising campaign for educational advancement is back stronger than ever with enhanced focus on inclusivity and sustainability.

SHAH ALAM, 7 November 2023 – After a three-year hiatus, the iconic Top Ten Charity Campaign (Top Ten), organised and funded by Carlsberg Malaysia, is making a progressive return with a bigger mission of promoting quality education and climate action in support of the UN Sustainable Development Goals (UNSDG). With an emphasis on inclusivity and sustainability, Top Ten makes a comeback with an elevated mission to raise funds for educational institutions and drive awareness of climate change amongst teachers and students.

Titled '*Brewing For a Better Today & Tomorrow*', this year's campaign reaches new heights with expanded inclusivity, extending its reach to East Malaysia. In collaboration with 10 vernacular schools, Top Ten sponsors the production, operation and promotion of the charity road shows, and has so far managed to raise RM10.66 million of the RM15 million targeted in proceeds over a three-month period.

Since 1987, Top Ten has contributed to the development of vernacular education in Malaysia through its fundraising platform to support school infrastructure upgrades, educational assets and programmes. Over the past 33 years, the initiative has raised a remarkable sum of RM547 million, benefiting a total of 674 schools across the country. This exemplifies the brewer's unwavering commitment to UN Sustainable Development Goal 4: Quality Education.

In its dedicated pursuit of sustainability, Carlsberg Malaysia has forged a partnership with Zero Waste Malaysia (ZWM), the nation's largest environmental community, to elevate awareness and promote sustainability education amongst the youth, with the aim of leaving a lasting and meaningful impact. This partnership underscores the brewer's focus on the UNSDG 13: Climate Action and will involve ZWM hosting climate change and waste segregation talks at the beneficiary schools, empowering the next generation with knowledge to shape a greener, more sustainable world.

"At Carlsberg Malaysia, we pledged to deliver net zero carbon emissions throughout our value chain by 2040. We believe that education on climate change should start young to inculcate the mindset and habits of sustainability. Hence, Top Ten partnered with an NGO – Zero Waste Malaysia to empower the next generation with knowledge to craft a greener, more sustainable world," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Carlsberg Malaysia's Corporate Affairs and Sustainability Director Pearl Lai said, "The return of our flagship community campaign marks a significant milestone in our journey towards community empowerment and sustainability. I am most excited to support and extend our support to schools in Sabah, benefiting a diverse range of students. Moving forward, Top Ten remains committed to enhancing the educational landscape in support of the Malaysia Madani vision."



Apart from a fundraising platform for the advancement of local education, Top Ten also serves as an avenue for promoting local singers within the entertainment industry. Running from October to December, ten Chinese vernacular schools nationwide will host charity concerts that feature Malaysian artists Joey Leong, JieYing Tha, Pink Tan, Ribbon Ooi, Justin Ng, KahJun, Fuying & Sam and Eric Lin.

Carlsberg Malaysia remains committed to solidifying its ambition as a thought leader and dedicated to driving positive change in vernacular education, as the brewer recognises the pivotal role primary education plays in empowering communities and promoting sustainability. This commitment aligns with its effort to contribute to the nation's target of achieving net-zero carbon emissions by 2050, fully embracing the principles of the company's 'Together Towards ZERO and Beyond' agenda.

More information about the Top Ten Charity Campaign can be found at <https://www.toptencharity.com.my/web/>.

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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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. 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, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout 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.

马来西亚 Carlsberg 集团“十大义演”扩大影响力强势回归 助力教育发展的年度筹款活动重磅归来 也更重视包容性和可持续发展焦点

(**莎亚南 2023 年 11 月 7 日**) 由马来西亚 Carlsberg 集团主办和资助的标志性“十大义演”活动睽违 3 年强势回归! 这次以更大的使命回归, 促进优质教育和气候行动, 以支持联合国可持续发展目标 (UNSDG)。“十大义演”活动强调包容性和可持续性, 将以更高的使命为教育机构筹集资金, 并提高教师和学生对气候变化的认识。

该活动以“酿造更美好的今天和明天”为主题, 今年将扩展到东马, 从而增加包容性迈上更高台阶。“十大义演”与 10 所源流学校合作, 赞助活动制作、运营和推广路演活动, 迄今已在三个月内筹集了 106 万令吉, 而目标筹集额为 150 万令吉。

自 1987 年以来, 马来西亚 Carlsberg 集团通过“十大义演”为我国源流教育发展做出积极贡献, 所筹集的善款用于校园基础设施升级、教育资产和项目支持。过去 33 年来, “十大义演”已筹获了总计 5.47 亿令吉的善款, 受惠全国 674 所学校。这证明了马来西亚 Carlsberg 集团对联合国可持续发展目标 4: 优质教育的坚定承诺。

在追求可持续发展过程中, 马来西亚 Carlsberg 集团与全国最大环境保护社会团体马来西亚零垃圾协会 (Zero Waste Malaysia, 简称 ZWM) 携手合作, 提高青少年的可持续发展意识, 促进可持续发展教育以产生持久而有意义的影响。这项合作彰显马来西亚 Carlsberg 集团对联合国可持续发展目标 13: 气候行动的坚定承诺, 而 ZWM 也将在受惠学校举办讲座, 赋予下一代有关气候变化和垃圾分类的知识, 打造一个更环保、更可持续的世界。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 说道: “在马来西亚 Carlsberg 集团, 我们承诺在 2040 年前实现全价值链净零碳排放目标。我们认为应该从小培养气候变化的教育, 灌输可持续发展的观念和习惯。因此, “十大义演”与非政府组织——马来西亚零垃圾协会 (Zero Waste Malaysia) 合作, 向下一代传授知识, 以打造一个更环保、更可持续的世界。”

马来西亚 Carlsberg 集团企业事务总监赖焯竹表示: “这项旗舰社区计划的回归象征马来西亚 Carlsberg 集团迈向社区赋权和可持续发展道路上的一个重要里程碑。我很高兴能将我们的支持扩展到沙巴州的学校, 让不同的学生受益。展望未来, “十大义演”将继续致力于改善教育环境, 以支持昌明大马 (Malaysia Madani) 的愿景。”

除了作为促进本地教育的筹款平台外, “十大义演”也是在娱乐界推广本地歌手的途径。从 10 月起至 12 月, 全国 10 所华校将举办义演音乐会。演出阵容有 Joey 梁祖仪、赵洁莹、Pink 陈珂冰、Ribbon 黄若熙、Justin 吴宗翰、凌加峻、Fujing & Sam 及 Eric 林健辉。

马来西亚 Carlsberg 集团认识到初等教育在增强社区能力和促进可持续发展方面发挥着关键的作用, 因此将继续致力于巩固其作为思想领导者的雄心壮志, 并致力于推动源流教育领域的积极变革。这一



承诺与 Carlsberg 集团为实现马来西亚 2050 年实现净零碳排放的目标做出贡献，并与品牌对“共同迈向并超越零”（Together Towards ZERO and Beyond）议程的明确承诺一致，马来西亚 Carlsberg 集团致力于引领走向更美好的明天。

更多关于“十大义演”的详情，请浏览 <https://www.toptencharity.com.my/web/>。

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更多资讯，请扫描：



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