

**PRESS
RELEASE**

CARLSBERG MALAYSIA DECLARES TOTAL DIVIDENDS OF RM167.8M FOR 2011

CONFIDENT ON 2012 GROWTH WITH PREMIUM BEER SEGMENT & EURO 2012 AS KEY CATALYSTS

KUALA LUMPUR, February 27, 2012 – With notable fourth quarter and full year 2011 results including a total dividend payout of RM167.8 million or 72.5 sen per share reported last week by Carlsberg Malaysia, the company today said that it remains committed to delivering profitable and sustainable growth for its shareholders in the coming year.

Among the expected key contributors to this growth are Carlsberg Malaysia's premium beer segment, UEFA EURO 2012 promotions and contributions from Carlsberg Singapore Pte Ltd.

The Group's top brand Carlsberg Green Label, which reaffirmed its leading position as the most preferred brand among all drinkers in Malaysia in 2011, is expected to continue to take the lead in 2012. Aggressive yet prudent strategies are in place to enhance the performance of its premium beer portfolio through local production, and new premium brands are in the pipeline to cater to different consumer preferences.

With UEFA EURO 2012 earmarked as a key growth catalyst for the year, Carlsberg Malaysia will be leveraging on the Carlsberg Group's global sponsorship of one of the world's largest football events with a significant investment in A&P to drive this.

Carlsberg has been a beer sponsor of UEFA EURO for almost a quarter of a century and the 2012 tournament will be the seventh consecutive tournament with Carlsberg as the official partner. Numerous exciting UEFA EURO 2012 marketing activities and rewarding promotions will be held throughout the country in April leading up to the final on July 2, 2012.

Its Managing Director Soren Ravn said: “Carlsberg Malaysia is set for the next level of growth with sound business strategies in place despite expectations that the year will be a challenging one due to rising raw material costs and operating cost inflation. But this will drive us to continue building upon our solid foundations to become an even stronger contender in the malt liquor market.”

“The rising input cost of products particularly the price of malt – a key material in brewing beer – is approximately 20% higher this year. Cost of aluminium cans in 2011 had also increased by 27% from 2010, while power tariff as well as natural gas costs also rose from mid-2011.”

“Despite the tough operating environment in the past year, we were still able to achieve earnings and beer sales targets. In 2012, we will continue to reinforce our leading position with Carlsberg brands and complement this by tapping synergies within the Carlsberg Group Global network for UEFA EURO 2012 to deliver great EURO moments, rewarding promotions and exciting on-ground activation expected to kick off in the second quarter of this year.”

He said, “Furthermore, our newly launched Kronenbourg 1664 and Kronenbourg Blanc are showing tremendous potential in the super premium segment together with premium brand Asahi Super Dry that we now produce in Malaysia under a long-term license deal with the brand owner in Japan. Our exciting and dynamic premium beer portfolio certainly creates strong synergies with our leading power brand, Carlsberg.”

According to Soren, fully-owned subsidiary Carlsberg Singapore Pte Ltd (CSPL) and associate company Lion Brewery Ceylon PLC also posted impressive double digit growth in revenue and earnings in 2011 and are expected to continue to deliver growth that will outpace the marketplace in a profitable, sustainable manner.

As Carlsberg Malaysia continues to optimise cost efficiencies and capacity utilisation in the brewery as well as leverage continuous improvement initiatives to deliver robust operational performance, it will also invest in its people by inculcating a stronger performance culture.

The company recently announced its 2011 financial year results where the Group’s profit after tax of RM167.4million rose by 24.8 per cent from RM134.1 million in 2010. The Group’s profit after tax reflected a one-off gain from the reversal of an over provision for royalty expenses made in the previous financial year amounting to RM12.0 million, and if it was excluded, the Group’s profit after tax would have a 17.3 percent growth against last year. This was achieved on the back of Group revenue of RM1.5 billion which was 8.9 per cent higher than the group revenue of RM1.4 billion achieved in the previous year.

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About Carlsberg Brewery Malaysia Berhad's Group (Carlsberg Malaysia Group):

The Carlsberg Malaysia Group now has a wide portfolio including leading international beer brands from around the world:

- Top international premium beer brands include Carlsberg, Budweiser, Corona, Stella Artois, Becks, Fosters, Kronenbourg 1664 and Asahi Super Dry
- Specialty and other brands include Hoegaarden, Erdinger, Franziskaner, Tetley's Ale, Danish Royal Stout, Connors Stout, Skol, Jolly Shandy and NutriMalt

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马来西亚 **CARLSBERG** 宣布在 **2011** 年共派发 **1 亿 6780 万** 令吉股息，

特级啤酒与 **EURO 2012** 为主要刺激因素令 **2012** 年成长前景更具信心

吉隆坡，**2012 年 2 月 27 日** – 随着在上周公布了亮丽的 **2011** 年第四季及全年业绩报告，包括总共派发 **1 亿 6780 万令吉** 或每股 **72.5 仙** 的股息，马来西亚 **Carlsberg** 今日表示继续承诺在来年为股东带来盈利及持续成长。

预料成为业绩成长的主力功臣包括 **Carlsberg** 品牌的优质啤酒，**UEFA EURO 2012** 促销以及来自 **Carlsberg Singapore Pte Ltd.** 的贡献。

集团的主要品牌 **Carlsberg Green Label** 在 **2011** 年成为大马喝酒人士最首选的品牌，再度稳住其领导的地位，预料此业务能在 **2012** 年继续成为领头羊。公司将采取积极而谨慎的策略，通过本地生产来提升优质啤酒组合的表现，而新推出的优质品牌也将迎合不同消费者的喜好。

受委为 **UEFA EURO 2012** 指定伙伴成为集团的主要成长刺激因素，对此，马来西亚 **Carlsberg** 将配合这世界其中一个最大足球赛事而注入可观的广告与宣传投资。

Carlsberg 集团成为 **UEFA EURO** 的啤酒赞助商将近四分之一世纪之久，而 **2012** 年联赛更是 **Carlsberg** 集团连续第 **7** 届成为指定伙伴。一系列振奋人心的 **UEFA EURO 2012** 行销活动及奖赏促销将在 **4** 月份在国内展开，直到 **2012 年 7 月 2 日** 决赛为止。

Carlsberg Brewery Malaysia Bhd 董事经理 **Soren Ravn** 说：“尽管原料成本上涨及营运成本膨胀预料会令今年充满挑战，马来西亚 **Carlsberg** 仍放眼通过卓越的商业策略来继续取得下一

个阶段的成长。不过，这将引领我们继续建立于巩固基础，成为麦芽酒市场更加强大的竞争者。”

“产品的资源成本上涨，尤其是酿造啤酒的主要原料—麦芽的价格在今年已经上涨约 20%。2011 年的铝罐成本也比 2010 年增加 27%；电费及天然气成本也在 2011 年中提高。”

“尽管在去年面对严峻的营运环境，我们仍然能达到收益及啤酒销量目标。在 2012 年，我们将继续与 Carlsberg 品牌加强我们的领导地位，并在 UEFA EURO 2012 的 Carlsberg 全球网络中占尽优势，提供更棒的 EURO 时光、奖赏促销以及紧张刺激的活动。这些活动预料在今年第二季展开。”

他说：“此外，我们最新推出的 Kronenbourg 1664 及 Kronenbourg Blanc 与特级品牌 Asahi Super Dry 分别在超特级及特级品牌方面展示庞大的潜能。Asahi Super Dry 是我们获得日本品牌持有者授予长期特许合作，目前在马来西亚生产的特级品牌。我们的振奋人心与充满活力的特级啤酒组合必定能与我们的领导品牌—Carlsberg 共同开创强劲优势。”

Soren 表示，集团独资子公司 Carlsberg Singapore Pte Ltd (CSPL)及联号公司 Lion Brewery Ceylon PLC 也在 2011 年交出标青的双位数营业额与盈利成长，预料能继续取得成长，并具盈利及永续的方式继续在市场遥遥领先。

马来西亚 Carlsberg 持续在酿酒业务达致最佳的成本效率及设备使用率，同时通过持续改进举措来提高营运表现，公司也将向职员注入投资，以缔造一个更强稳的文化表现。

该公司最近发布 2011 财政年的业绩，集团的税后盈利从 2010 年的 1 亿 3410 万令吉增长 24.8%至 1 亿 6740 万令吉。集团的税后盈利包括一项 1200 万令吉的一次过获益，在前年的财政税务开销储备金盈余。若不包括此获益，集团的税后盈利从前年增长 17.3%。集团的营业额从前年的 14 亿令吉增加 8.9%至 15 亿令吉。

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此新闻稿由 Carlsberg Brewery Malaysia Berhad 准备，供即时发布。欲知更多详情，请联络：

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