

FOR IMMEDIATE RELEASE

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Carlsberg Brings in 7th Gold at the Putra Brand Awards 2016

Probably the Best Beer in the World Rings in Gold

Kuala Lumpur 19 August — Probably the Best Beer in the World - Carlsberg has solidified its position among top brands in Malaysia by winning a Gold award seven years in a row at the Putra Brand Awards 2016. Voted by consumers, this award is a seal of recognition for Carlsberg, as the only beer brand that was first listed in the Putra Icon Brand Hall of Fame since 2013.

“Our flagship brand Carlsberg continues to sit on top of the winning list outperforming other alcoholic beverages. We accept this accolade and promise to raise the bar by offering superior drinking experiences and providing innovative, progressive and engaging campaigns to our customers and consumers,” said Lars Lehmann, Managing Director of Carlsberg Malaysia.

“Winning Gold at the Putra Brand Awards is a testament of Malaysian beer consumers’ love for Carlsberg, probably the best world in the world. We thank all our consumers, customers and the Carlsberg Malaysia family for making this achievement possible each year,” Lars added.

Carlsberg has continued to tug the hearts of Malaysians with its “If Carlsberg did...” campaign, a theme that demonstrates what the ‘world’ would be like if it was as superior as Carlsberg beer. Launched in 2015, the campaign boosted the Carlsberg brand’s presence on social media with thousands of views, likes and shares on platforms such as Facebook and Instagram, plus a further 3.8 million online video views. As a result of the thematic advertising campaign, the brand further strengthened its brand equity and continued to lead as the Top of Mind brand among drinkers in Malaysia.

Stay tune for the next phase of “If Carlsberg Did...” campaign. Please check out: www.probablythebest.com.my or www.facebook.com/CarlsbergMY.

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.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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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 .