

**PRESS
RELEASE**

CARLSBERG MALAYSIA BANKS ON MULTI BRANDS STRATEGY

SHAH ALAM, 26 April 2013 – Carlsberg Malaysia today announced it would continue to leverage on the strengths of its premium brands within a robust multi-brand portfolio to drive growth in the current financial year.

The premium beer segment was a key contributor to the Group's financial results in 2012, with a significant growth in sales from locally produced Asahi Super Dry and Kronenbourg 1664. Carlsberg brand continued to be the preferred brand that gained share in key accounts and delivered performance on target.

Increasing market share in the premium beer segment coupled with steady growth of its flagship Carlsberg Green Label and new outlets have further strengthened the brewer's position in a highly competitive market.

The year saw Carlsberg's profit after tax grow by 15.8% (or 24.7% if excluding a one-off gain in 2011) to RM193.8 million on the back of a 6.4% increase in revenue to RM1.6 billion, in comparison to 2011.

A final and special dividend payment of 58.0 sen per ordinary share of 50 sen each (2011: 51.1 sen per ordinary share of 50 sen each) will be paid to shareholders. The total dividend payout for the year is 63.0 sen, which is an increase of 8.1 sen from the previous year and the company's highest payout in the past five years.

Managing Director Soren Ravn said, "We have delivered three consecutive years of continuous growth in profit and revenue. We hope to see the current financial year benefitting from Carlsberg's global sponsorship of the English Premier League for three years starting in August 2013. With a strong football heritage that includes major international sponsorships of several English football clubs, UEFA EURO Championships and other engaging consumer campaign, Carlsberg is well-placed to provide football fans here with ever exciting and rewarding experience.



Carlsberg Malaysia has just announced the change of Managing Director to Bursa Malaysia on Apr 24. Ravn will take on a new position as CEO, Carlsberg Greater China, whilst Henrik J. Andersen, currently Regional CEO, Carlsberg IndoChina has been appointed to take over the helm of the brewery with effect on 1st July 2013.

About Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia Group)

The Carlsberg Malaysia Group now has a wide portfolio of leading international beer brands:

- Carlsberg, the country's most preferred beer brand
- Leading international brands includes Kronenbourg 1664, Budweiser, Corona, Stella Artois and Becks
- Other top brands include Asahi Super Dry, Kronenbourg 1664 Blanc, Grimbergen, Hoegaarden, Erdinger, Franziskaner, Tetley's Ale, Danish Royal Stout, Connor's Stout, SKOL, Jolly Shandy and Somersby Apple Cider

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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