

FOR IMMEDIATE RELEASE

Press Statement 32/2017

3 November 2017

Page 1 of 4

Probably The Best Awards for Carlsberg Malaysia

Brewer thanks consumers' confidence and trust in Probably The Best Beer, Cider and Stout

Shah Alam, 3 November 2017 – In conjunction with Carlsberg's 170th global celebration, Carlsberg bagged two prestigious awards at the Putra Brand Awards 2017 and an award at the Marketing Excellence Awards 2017 by advertising+marketing Magazine. These awards achieved by Carlsberg, Somersby and Connor's were made possible with the trust and confidence of consumers.

Probably The Best Beer in the World, Carlsberg, has been named the best alcoholic beverage in the country at the Putra Brand Awards 2017. Carlsberg achieved Gold for the eighth consecutive time at the Awards, and is the only beer brand that was first listed in the Putra Icon Brand Hall of Fame since 2013. Our product innovation, Carlsberg Smooth Draught – Probably The Smoothest Beer In The World, boosted consumers' preference with a liquid that exemplifies the brand's promise of delivering Probably The Best experience, solidifying its positioning in the industry.

Somersby, the best-selling cider in Malaysia has been actively keeping cider lovers engaged with its innovative and digitally led campaigns including the recent #MagicMoments campaign. Best served over ice and available in Apple and Blackberry variants, Somersby Cider, with a crisp and refreshing taste, won a Silver, which is the brand's second win at the Putra Brand Awards.

Connor's, a premium draught stout under the belt of Carlsberg Malaysia, received Gold for Best Experiential Marketing at the Marketing Excellence Awards 2017 for its well-received 'Connor's Challenge' campaign. Promising stout drinkers greater satisfaction with a liquid brewed locally for greater freshness, 80% of stout drinkers who took up the challenge, were satisfied with the taste, texture and aroma of Connor's Stout Porter despite the money back guarantee option.

Managing Director of Carlsberg Malaysia Lars Lehmann said: "These recognitions for Carlsberg, Somersby and Connor's are indeed timely and memorable for us as we celebrate Carlsberg's 170th global anniversary. Our purpose is to brew for a better today and tomorrow. We are not just a beer company, but a brewer that places great importance on quality in pursuit of perfection."

"Somersby cider and our draught stout Connor's have grown from strength to strength, successfully recording a double-digit growth year-to-date, as compared to the same period

last year. Besides from having a winning liquid, Somersby and Connor's will continue to leverage social media as its core marketing channel to constantly reach out and connect with our target audience in an environment that's fun, innovative and engaging" Lehmann added.

In conjunction with Carlsberg's 170th celebration, Carlsberg Malaysia celebrated the occasion by giving away premium Carlsberg yard glasses through a table draw to 170 lucky attendees. To make it an even more momentous occasion, every attendee received a surprise gift of 2-bottle pack Carlsberg Smooth Draught Pints and 2-bottle pack of Somersby Apple Cider and Somersby Blackberry Cider.

Stay tuned for upcoming #ProbablyTheBest Carlsberg campaigns at www.probablythebest.com.my or www.facebook.com/CarlsbergMY. Enjoy the refreshing Somersby Cider and want to share these magical moments with your friends? Check out Somersby's Facebook page at www.facebook.com/SomersbyMY. Keep up with Connor's line-up of exciting campaigns via its Facebook page at www.facebook.com/ConnorsMY.

About Carlsberg Malaysia

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 partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

Koh Kian Mei Senior Brand Manager, Carlsberg Brand	D/L: 03-5522 6340	kianmei.koh@carlsberg.asia
Stella Yew Senior Brand Manager, Somersby Brand	D/L: 03-5522 6334	stella.hz.yew@carlsberg.asia
Gary Tan Senior Brand Manager, Connor's Brand	D/L: 03 – 5522 6317	gary.cc.tan@carlsberg.asia
Gabrielle Evelyn Lee Manager, Corporate Communications & CSR	D/L: 03 – 5522 6431	gabrielle.sy.lee@carlsberg.asia
May Ng Senior Executive, Corporate Communications & CSR	D/L: 03 – 5522 6404	may.yk.ng@carlsberg.asia

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.

供即刻发布

新闻稿 32/2017
2017 年 11 月 3 日

马来西亚 Carlsberg 荣获 堪称最佳奖项

消费者对于堪称最佳啤酒、果酒及黑啤的信心与信赖， Carlsberg 深表感激

莎阿南 3 日讯 – 11 月 10 日正值 Carlsberg 全球欢腾迎接 170 周年庆之际，马来西亚 Carlsberg 再锦上添花，连中三元，勇夺 2 项 2017 布特拉品牌奖 (Putra Brand Awards 2017) 及 1 项广告 + 行销杂志 (advertising+marketing Magazine) 颁发的 2017 市场营销卓越奖 (Marketing Excellence Awards)。这归功于消费者对于 Carlsberg、Somersby 及 Connor's 的信心与信赖。

堪称全球最佳啤酒的 Carlsberg，获得 2017 年布特拉品牌奖冠上最佳酒精饮品的殊荣，这也是 Carlsberg 连续八年囊括金奖了，同时，亦是第一个被列入布特拉标志性品牌殿堂 (Putra Icon Brand Hall of Fame) 的啤酒品牌。而革新产品 Carlsberg 顺啤，堪称全球最顺啤酒，亦给消费者带来堪称最佳体验，虏获人心，从而奠定了其市场地位。

马来西亚最畅销的果酒 Somersby，则借助其具创意和数码化的推广活动，包括近期的 #MagicMoments，与消费者频密互动。备有苹果和黑莓果口味，最适合加冰饮用的 Somersby，香醇清爽，则是第二次摘下布特拉品牌奖银奖。

Carlsberg 旗下的优质生黑啤酒，Connor's 也大有斩获，其大受市场欢迎的 'Connor's Challenge' 活动，夺下了 2017 市场营销卓越奖的最佳市场体验金奖。此活动承诺于所有黑啤爱好者，誓必让他们每一口都称心满意，否则原银奉还，结果 Connor's Stout Porter 却凭着其细腻香醇的均衡口感，令 80% 热爱黑啤的挑战者赞不绝口。

马来西亚 Carlsberg 董事经理雷盟说：“马来西亚 Carlsberg、Somersby 与 Connor's 殊荣加身之时，正是 Carlsberg 全球欢庆 170 周年庆之际，两者来得正合时机，亦成了最值得记忆的一刻。这也契合我们的宗旨，为现在和未来创造更优质佳酿。非一般啤酒公司，我们马来西亚 Carlsberg 极其重视品质，追求完美的啤酒厂。”

雷盟补充说：“Somersby 果酒及 Connor's 黑啤双双不停地茁壮成长，与去年同时期比较，今年迄今，两者皆已取得双位数增长。尽管已荣誉加身，但 Somersby 及 Connor's 也将继续借助社交媒介作为主要行销渠道，以更欢乐、更创新和亲密的互动，与广大的目标群进行接触。”

配合 Carlsberg 全球 170 周年喜庆，Carlsberg 于布特拉品牌颁奖典礼送出精美 Carlsberg 酒杯给 170 位幸运儿。为了让典礼更为隆重，Carlsberg 也给每一位出席者送上一份惊喜，即每人获得 2 瓶装 Carlsberg 顺啤以及 2 瓶装 Somersby 苹果酒和 Somersby 黑莓果酒。

欢迎登录 www.probablythebest.com.my 或 www.facebook.com/CarlsbergMY，继续关注未来 Carlsberg 堪称最佳（#ProbablyTheBest）的活动。而畅饮了清新的 Somersby 果酒，并想和亲友们分享这些美妙时刻的朋友，欢迎登录 Somersby 面子书 www.facebook.com/SomersbyMY。至于想跟进 Connor's 活动的饮家，则请登录其面子书 www.facebook.com/ConnorsMY。

About Carlsberg Malaysia

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 partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

Koh Kian Mei Senior Brand Manager, Carlsberg Brand	D/L: 03-5522 6340	kianmei.koh@carlsberg.asia
Stella Yew Senior Brand Manager, Somersby Brand	D/L: 03-5522 6334	stella.hz.yew@carlsberg.asia
Gary Tan Senior Brand Manager, Connor's Brand	D/L: 03 - 5522 6317	gary.cc.tan@carlsberg.asia
Gabrielle Evelyn Lee Manager, Corporate Communications & CSR	D/L: 03 - 5522 6431	gabrielle.sy.lee@carlsberg.asia
May Ng Senior Executive, Corporate Communications & CSR	D/L: 03 - 5522 6404	may.yk.ng@carlsberg.asia

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.