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Carlsberg Group CEO Affirms Malaysia as a Strategic Stronghold During Asia Tour

Featured as One of the Global Climate Leaders at the National Climate Governance Summit 2025

SHAH ALAM, 18 April 2025 – In a pivotal visit that underscores Carlsberg Group's unwavering commitment to Asia, Chief Executive Officer Jacob Aarup-Andersen has dubbed Malaysia as a strategic stronghold market within the Group. Celebrating over 50 years of *Brewing with Excellence*, Carlsberg Malaysia has consistently demonstrated resilience and strong performances, solidifying its position as a key market in the region.

Despite a challenging environment, Carlsberg Malaysia delivered solid growth in revenue and net profit for the 2024 financial year. For the financial year ended 31 December 2024 (FY24), Carlsberg Malaysia has reported a 5.1% increase in revenue to RM 2.4 billion and a 3.0% growth in net profit to RM337.1 million.

“Asia remains a region with volume and value growth opportunities, and we will continue to accelerate growth in Asia,” said Aarup-Andersen during a recent trip to Malaysia. “I am pleased with our solid performance in Malaysia, where we have seen strong growth for both the Carlsberg and 1664 brands. Malaysia was a key contributor to our overall performance last year, with strong growth in earnings and a continued focus on premiumisation and innovation.”

Futureproofing through Accelerated Investments

Staying committed to delivering shareholders value, Carlsberg Malaysia continues driving its *Accelerate SAIL* strategy by investing in key priorities – its brands, people, and equipment – to strengthen its ability to deliver excellence.

A testament to this commitment is the successful completion of its RM200 million capital expenditure (CapEx) brewery transformation in 2022 and 2024. This milestone has elevated brewing efficiency, automation, and environmental performance, reinforcing Carlsberg Malaysia's leadership in the region.

Established in 1971, the brewery—the first Carlsberg facility built outside of Copenhagen—has undergone a significant transformation to futureproof its operations. Fully commissioned in September 2024, the state-of-the-art bottling and canning lines, along with a high-precision filtration system, have increased production capacity while improving sustainability and workspaces for employees.

Additionally, Carlsberg Malaysia is also leading supply chain innovation with OnePlan, a next-generation planning tool introduced in 2023. By integrating demand, supply, inventory, production, and materials planning, OnePlan has enhanced efficiency and is now being scaled across Carlsberg's global markets, leveraging insights from its pilot phase in Malaysia.

Championing Sustainability

At the heart of Carlsberg Group's long-term vision is a deep commitment to sustainability—not just as a business imperative, but as a shared responsibility to the planet and future generations. Carlsberg Group remains focused on embedding sustainability into every aspect of its operations, strategy, and leadership mindset globally through the Group's 'Together Towards ZERO and Beyond' ESG programme, a core pillar of the Accelerate SAIL strategy.

"We have a broader duty as corporate citizens and as human beings on this planet to own this agenda. My stewardship of the company as the CEO requires me to look at the resilience of the company and making sure that it is also resilient and relevant in decades from now," said Aarup-Andersen, who was recently invited as a speaker at the National Climate Governance Summit (NCGS) 2025.

Now in its third year, the National Climate Governance Summit (NCGS) spans five transformative days, from 7 to 11 April 2025, spotlighting transition finance as a cornerstone of ASEAN's sustainable future. The summit brings together over 3,000 participants and features global climate leaders from organisations such as the United Nations Framework Convention on Climate Change (UNFCCC), World Economic Forum, Brazilian Ministry of Environment and Climate Change, S&P Global, and many more.

Proud at Carlsberg Malaysia's progress in sustainability, he remarked, "Carlsberg Malaysia is one of our champions in sustainability, driven by a leadership team with an unwavering commitment to deliver on sustainability – supported by the strength of our global group, which helps on the tools and best practices."

Stay Growth Culture as a Winning Team

"A Winning Team"—that's how Aarup-Andersen describes the Carlsberg Malaysia team. "Keep doing what you do well as a team, keep pushing ahead with that challenger mindset, and continue innovating and pushing the boundaries, while fostering a strong growth culture," he said.

Beyond operations, the company continues to invest in people, strengthening its role as a talent hub with a 33% increase in international assignments, further contributing to Carlsberg Group's regional success. This goes hand-in-hand with ongoing investments in workplace enhancements, ensuring employees thrive in a dynamic and conducive environment.

With continuous investments in technology, talent, and product innovation, Carlsberg Malaysia remains committed to delivering exceptional brews and experiences—shaping a future that is both sustainable and consumer-driven.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 BRUT, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

Carlsberg 集团 CEO 亚洲巡访期间 肯定马来西亚为战略据点

首席执行官也是 2025 国家气候治理高峰论坛（NCGS）全球气候领袖之一

（莎亚南 2025 年 4 月 18 日）Carlsberg 集团首席执行官雅各布（Jacob Aarup-Andersen）近期访问了包括马来西亚在内的亚洲业务，充分彰显了集团对亚太区域的坚定承诺，他也高度肯定马来西亚作为集团战略重地的重要地位。过去 50 多年来，马来西亚 Carlsberg 集团秉持“酿造卓越”的精神，持续展现出强劲韧性与优异业绩，进一步巩固其作为本区域关键市场的地位。

尽管面临重重挑战，马来西亚 Carlsberg 集团在 2024 财年依然实现了营业收入和净利润的稳健增长。截至 2024 年 12 月 31 日，马来西亚 Carlsberg 集团营业收入同比增长 5.1%，达 24 亿令吉，净利润则增长 3.0%，达 3.371 亿令吉。

雅各布指出，“亚洲依然是一个在销量与价值上皆具成长潜力的区域，集团将继续加大力度，加速推动亚洲市场的发展。”他说，“我对马来西亚业务的稳健业绩表现感到满意，在此也亲眼见证了 Carlsberg 和 1664 这两品牌的强劲增长。去年，马来西亚业务是集团整体业绩的重要贡献者，不仅盈利增长有力，同时在高端化和创新方面也持续取得进展。”

加速投资 实现未来化

马来西亚 Carlsberg 集团秉持对创造股东价值的承诺，继续推进“嘉速扬帆”（Accelerate SAIL）战略，通过对旗下品牌、各层人才、相关设备等关键事项进行投资，以增强能力实现卓越性。

于 2022 年和 2024 年完成、总值 2 亿令吉资本支出（CapEx）的酒厂升级项目，反映了其承诺。此里程碑不仅提高了酿酒效率、自动化程度，以及环境绩效，也进一步巩固了马来西亚 Carlsberg 集团作为区域领导者的地位。

这家酒厂于 1971 年设立，是 Carlsberg 集团在哥本哈根以外设立的首座 Carlsberg 酒厂。为了确保运营未来化，酒厂进行了重大升级。自 2024 年 9 月全面启用以来引进了尖端罐装设备、高精度过滤系统，不仅提高了产能，还升华了可持续性与工作环境。

此外，马来西亚 Carlsberg 集团还通过 2023 年推出的下一代规划工具 OnePlan，引领供应链创新。该系统通过需求、供应、库存、生产、物料计划的整合，有效提升整体运营效率。如今，OnePlan 已在 Carlsberg 全球市场逐步推广，并充分借鉴马来西亚在试点阶段所取得的宝贵经验。。

倡导坚持可持续发展

Carlsberg 集团的长期愿景中，也抱着对可持续发展议程的坚定承诺。这不仅是企业发展的当务之急，更是对地球和未来世代的责任。在“共同迈向并超越零目标”（TTZAB）的集团 ESG 计划下，

即“嘉速扬帆”战略的重要支柱之一，Carlsberg 集团将可持续发展理念纳入全球业务运营、战略和领导思维的各个方面。

亦受邀担任 2025 国家气候治理高峰论坛（NCCG）演讲人的雅各布也说道，“作为企业公民与地球的一分子，我们肩负着落实可持续议程的更大责任。作为首席执行官，我不仅要履行管理企业的职责，更要关注企业的长期韧性，确保我们在未来依然具备应变力与时代相关性。。”

第三届国家气候治理高峰论坛于 2025 年 4 月 7 日至 11 日举办，为期 5 天，焦点在于转型融资作为东盟可持续未来的基石。此次论坛汇集了逾 3000 多人与会者，其中包括来自联合国气候变化框架公约（UNFCCC）、世界经济论坛（WEF）、巴西环境与气候变化部、标普全球（S&P Global）等国际组织的全球气候领袖。

马来西亚 Carlsberg 集团在可持续发展方面取得稳健进展，令雅各布引以为荣，并表示，“马来西亚业务是 Carlsberg 集团可持续发展的重要倡导者之一，当地领导团队坚定不移落实可持续发展目标，并得到全球集团力挺，为工具和最佳实践方面不断进步。”

保持增长文化 打造致胜团队

“一个致胜团队”——雅各布如此形容马来西亚 Carlsberg 集团团队。他说，“继续发挥团队协助的优势，以挑战者的心态不断前进，不断创新，突破界限，同时培育强劲的增长文化。”

除了运营之外，公司也不断对人才进行投资，强化了其作为人才枢纽的地位，国际外派人数增长达 33%，为 Carlsberg 集团在区域成就作出了进一步贡献。这一举措与公司在优化工作环境方面的持续投资相辅相成，旨在打造一个充满活力、利于员工成长与发展的职场生态中蓬勃发展。

通过对技术、人才和产品创新的持续投资，马来西亚 Carlsberg 集团致力于提供卓越的啤酒和体验，并塑造可持续、以消费者为导向的未来。

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马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们拥有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。