

**PRESS
RELEASE**

MARKETING LEADERSHIP TRANSITION

Yap appointed as new Marketing Director in Malaysia

SHAH ALAM, December 20th, 2012 – Carlsberg Malaysia announced that Marketing Director, York Spencer, has been transferred to join Carlsberg IndoChina as Commercial Director. He will be succeeded by Juliet Yap, Business Development Director, member of the Commercial Management team of the brewer.

Spencer's transfer to Carlsberg IndoChina will take effect on February 1, 2013, comes after a stint of 18 months in Malaysia. Under his leadership, the company's flagship brand Carlsberg Green Label has strengthened its position as Malaysia's most preferred brand, while expanding the premium brand portfolio through the successful launches of Kronenbourg 1664 Blanc, Asahi Super Dry and Somersby Apple Cider.

He led the brand, channel and marketing communications teams at the company in strategizing and executing key marketing campaigns that resulted in positive brand equity and business value impact. In his new role, Spencer will be based in Bangkok, Thailand, where he will report to Henrik Andersen, CEO of Carlsberg IndoChina.

Succeeding Spencer is Juliet Yap, currently Carlsberg Malaysia's Business Development Director, a post she has held since January 2011. With a business consulting background, Yap joined the brewer in 2007 as Market Research Manager and progressed rapidly to take on key position responsible in driving the development and implementation of the Group's long-term strategies, portfolio roadmap and special projects.

Heading the Innovation/New Product Development function, Yap was instrumental in facilitating the launch of premium brands Kronenbourg 1664 and Kronenbourg Blanc, Asahi Super Dry as well as Somersby Apple Cider in Malaysia to strengthen the Brewer's footprint in the fast-



growing premium segment. Her strong commercial acumen and strategic mindset stands her in good stead for the marketing role.

The movement of key talent within the Carlsberg A/S (Carlsberg Group), parent company of Carlsberg Malaysia, clearly reinforces Carlsberg Group's focus on strengthening its presence in Asia, which is viewed as a strong growth engine for the 4th largest international brewer in the global landscape.

Carlsberg Group had recently announced its strategic partnership agreement with Singha Corporation, a leading brewery group in Thailand. The partnership will result in a new joint venture company being established to oversee the marketing, sales and distribution of Carlsberg brand and other international beer brands in Thailand.

With the Carlsberg brand now back in Thailand after seven years, Carlsberg Group has once again achieved a firm foothold in an important growth market, which now joins Vietnam, Laos and Cambodia to make up the Carlsberg IndoChina region.

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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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