

FOR IMMEDIATE RELEASE

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“Probably The Best Football Beer” Campaign Ever by Carlsberg!

Over 3,000 parties, rewarding prizes like trip to Liverpool FC match in UK, jerseys, umbrellas, bottle and can cooler sleeves and an online game to keep the football fever alive

Kuala Lumpur, 7 June 2018 – Calling all footie fans! As the countdown begins to the most anticipated football event of the year, this is your chance to score limited-edition merchandise from Carlsberg’s “Probably The Best Football Beer” campaign. The campaign calls out to beer lovers and football fans alike to collect merchandise of their favourite country namely England, France, Germany, Brazil, Spain and Portugal.

Living up to its brand promise of delivering *Probably The Best*, Carlsberg – “Probably The Best Beer In The World” and Carlsberg Smooth Draught – “Probably The Smoothest Beer In The World” are commemorating the football event by featuring the mentioned six countries’ flag on its bottles and cans over Carlsberg’s signature hop leaf shape as limited edition packaging.

If you are into football collectibles, here’s “Probably The Best Football Merchandise” for you! The design of country flags in vibrant colours is spotted on the limited-edition merchandise such as jerseys, invertible umbrellas, jersey-shaped bottle cooler and can cooler sleeves, which are up for grabs during this two-month long promotion at participating bars, pubs, coffee shops and food courts, from now till 15th July.

Passionate about football but not into the ‘nightlife’ scene? Enjoy the matches in the comfort of your homes and be rewarded a free beer can cooler sleeve as an instant gift when you purchase limited-edition football-themed Carlsberg or Carlsberg Smooth Draught at major super- and hypermarkets and convenience stores.

As Malaysia is a hotbed for football fandom, Carlsberg is pulling out all stops to provide consumers “Probably The Best Football Beer Parties” with over 3,000 parties nationwide including East Malaysia. Be part of the action and get your adrenalin pumping and stand a chance to win exclusive merchandise.

At the media and trade launch held at Connection in Pavilion KL, Carlsberg Malaysia’s Managing Director Lars Lehmann said, “Bringing alive “Probably The Best” beer experience for our consumers, we believe that the “Probably The Best Football Beer” campaign is all we need to unite football fans. As Malaysians gear up for the most anticipated football event, we want to reward our consumers with exciting promotions, exclusive merchandise, interactive

online game and limited-edition products designed in vibrant colours of Carlsberg's signature hop leaf shape with the flags of Brazil, Germany, Spain, England, France and Portugal."

"Upping the football excitement, there will be over 3,000 parties nationwide including in East Malaysia, for football fans to enjoy football matches among ardent football fans with chilled Carlsberg and Carlsberg Smooth Draught beers." he added.

"Furthermore, the campaign is also hitting the digital scene with "Probably The Best Football Beer Game". It's an online game where football fans can play and use their football knowledge to predict the scores and win an all-expense paid trip to watch a Liverpool FC match LIVE in the UK with a friend!," Lars revealed.

Do take part in Carlsberg's "Probably The Best Football Beer Game", accessible at www.probablythebest.com.my/football to be in the top of the leaderboard. In addition to the online game, football fans can catch up on the latest football news updates, upcoming matches, results, selected outlet parties' details and the ongoing nationwide promotions by simply bookmarking the page.

There's a load of footie interaction activities in store at selected outlet parties like "Probably The Best Foot Pong", and Football Trivia Challenge. Winners can take home an exclusive "Probably The Best Football Kit" consisting of jersey, umbrella, limited-edition Carlsberg and Smooth Draught with bottle and can cooler sleeves. There'll be Bonus Codes giveaways to earn extra points for the online game. That's not all, successful participants can also stand a chance to walk home with either a Hisense 39" LED TV or a Vivo V71 Smartphone, courtesy of Hisense and Vivo.

Carlsberg is not stopping there! Taking it a step further, the brand also provides consumers a chance to "Buy and Win" at roadshows held at participating hypermarkets. Consumers just need to make a purchase of a carton of Carlsberg or Carlsberg Smooth Draught and will be able to participate in the game to deliver their best kick and walk away with football merchandise. There is also the "Swipe and Win" contest for consumers to win football merchandise, and also to score exclusive party passes for them along with three friends to enjoy the vibrant atmosphere.

So, as tensions mount for all you supporters out there, take your experience to the next level by being a part of the game with "Probably The Best Football Beer" promo and enjoy Carlsberg and Carlsberg Smooth Draught to be rewarded with exclusive limited-edition merchandise.

Carlsberg Malaysia's "Probably The Best Football Beer" campaign joins Pavilion KL for this exciting event together with Vivo Malaysia and Hisense.

Ligon to www.probablythebest.com.my/football for selected outlet parties, the latest match and news updates, results and ongoing promotions. Follow www.facebook.com/CarlsbergMY for updates of Carlsberg's upcoming events and promotions!

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

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Incorporated in 1969, Carlsberg Malaysia is a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

Carlsberg 空前堪称最佳足球啤酒活动正式引爆！

超过 3,000 场足球派对、奖赏双人伦敦观看利物浦比赛、球衣、雨伞、瓶罐保冷啤酒套以及网上游戏持续为球赛保温

吉隆坡 2018 年 6 月 7 日讯 – 这是球迷们的福音！配合本年度最盛大国际赛事，“堪称最佳足球啤酒活动”，为啤酒拥趸和足球迷带来了系列限量版周边商品！让热情的球迷们在享受比赛激情的同时，有机会收集大马人最爱六个国家 - 英格兰、法国、德国、巴西、西班牙和葡萄牙的精美限量版纪念品。

为了贯彻落实‘堪称最佳’的品牌宗旨，堪称全球最佳啤酒 Carlsberg 和堪称全球最顺啤酒 Carlsberg 顺啤，将六个备受大马人追崇国家，即英格兰、法国、德国、巴西、西班牙和葡萄牙的国旗设计，嵌入了 Carlsberg 和 Carlsberg 顺啤瓶及罐上的啤酒花形状，以向赛会致敬。

如果你正寻思收集本届球赛纪念珍藏品，这批‘堪称最佳足球周边商品’就非你莫属了！六个国家鲜艳夺目的国旗都展现在限量版周边商品上，如球衣、反向雨伞、球衣型瓶装与罐装保冷啤酒套。Carlsberg 拥趸和热情球迷们可从即日开始至 7 月 15 日，到全国参与的酒吧、酒廊、咖啡店及美食中心获取它们。

热衷于看球却不爱‘夜生活’场所，而只想窝在家里看直播的你，只要前往各大霸级、超级市场和连锁便利店购买限量版足球主题的 Carlsberg 或 Carlsberg 顺啤，即可免费获得一个罐装保冷啤酒套。

马来西亚无疑是足球狂热国度，Carlsberg 也藉此在东西马各地开办超过 3000 场的足球派对，为热情的球迷们带来‘堪称最佳足球啤酒派对’。加入此派对的球迷，不仅可感受比赛的激情，也有机会赢取独家周边商品。

马来西亚 Carlsberg 集团董事经理雷盟在吉隆坡柏威年 Connection 举行的‘堪称最佳足球啤酒活动’推介礼上说：“我们致力于落实品牌宗旨，以便为消费者们带来‘堪称最佳啤酒体验’。正当全马人民全情投入迎接最盛大的足球赛当儿，堪称最佳足球啤酒活动正是凝聚球迷的最好方式，并通过优惠促销、独家周边商品、网上互动游戏及限量版设计，把 Carlsberg 独有的啤酒花标志化成了鲜艳夺目的英格兰、法国、德国、巴西、西班牙和葡萄牙国旗，以便全情回馈球迷们。”

他补充说：“我们即将在东西马各地开办超过 3000 场派对，让 Carlsberg 拥趸和球迷们可以一边享受冰爽 Carlsberg 及 Carlsberg 顺啤，一边观看比赛，势必把观赛的激情推至极点。”

“除此之外，此活动也推出了数码‘堪称最佳足球啤酒游戏’，让球迷们可以通过足球常识预测进球，并可赢取一趟旅费全包的双人之旅，与朋友飞往英格兰观看利物浦一场比赛。”

球迷们可要抓紧时机，捷足先登 www.probablythebest.com.my/football 参与堪称最佳足球啤酒游戏，以抢占先机。为网站加上书签，拥趸和球迷们即可参与游戏，也可通过这里获取最新消息、赛果、来临赛事及特选派对地点等。

特定派对地点也设有多项游戏，如堪称最佳足乒 (Probably The Best Foot Pong) 及足球问答挑战 (Football Trivia Challenge)。游戏的优胜者，将赢取堪称最佳足球周边商品 (Probably The Best Football Kit)，礼包内有球衣、雨伞、限量版 Carlsberg 及 Carlsberg 顺啤瓶装与罐装保冷啤酒套，还有赚取数码‘堪称最佳足球啤酒游戏’红利密码 (Bonus Code) 以便积分。不仅如此，参与派对者还有机会赢取 Hisense 和 Vivo 诚意赞助的一台 Hisense 39" LED 电视或一架 Vivo V71 智能手机。

Carlsberg 奖个不停！Carlsberg 不断制造赢奖机会，让消费者前往参与的霸级市场消费时，有机会在巡回促销中‘即买即赢’。凡购买一箱 Carlsberg 或 Carlsberg 顺啤，消费者即可参与游戏，而凡在游戏中踢出漂亮一球，即可赢取足球周边商品。此外，另设有‘刷及赢’竞赛，让消费者即可赢取周边商品，也可赢取四人同行的派对入场券，让你与三位朋友一起感受震撼的现场气氛。

参与堪称最佳足球啤酒活动的球迷，不但可以一边畅饮 Carlsberg 及 Carlsberg 顺啤，一边享受赛会的激情，同时，还可享有促销特惠带来的精美足球限量版周边商品。

马来西亚 Carlsberg “堪称最佳足球啤酒” 与吉隆坡柏威年、马来西亚 Vivo 及 Hisense 共襄盛举。

查阅特选派对地点、最新比赛及消息更新、赛果及促销活动，请登录 www.probablythebest.com.my/football。关于 Carlsberg 近期活动及促销，请跟随 www.facebook.com/CarlsbergMY！

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最广为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor’s Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。