

CARLSBERG TOASTS TO 2020 WITH “DOUBLE CHEERS, DOUBLE WINNINGS”

Be rewarded this Chinese New Year with a limited-edition gigantic 3-litre Carlsberg bottle, a 3-in-1 Carlsberg Smart Mini Bar with built-in fridge, speaker and charger, premium-designed stem glass and more!

Shah Alam, 23 December 2019 – In Chinese culture, the number 2 is auspicious as it is believed that good things come in pairs. To usher Chinese New Year in the year 2020, beer lovers can anticipate great rewards following Carlsberg’s CNY tagline “Double Cheers. Double Winnings.”, inspired by the auspicious and unique occurrence of the year 2020!

Carlsberg’s CNY 2020 masthead craftily adapts the creative illustration of fish <魚> depicting abundance 年年有余, and lion dance to signify good luck and prosperity in beautifully crafted symmetry via the art of red paper cutting. This symbolic yet auspicious distinctive art is featured on all Carlsberg and Carlsberg Smooth Draught bottles and cans for a limited time only this CNY!

Carlsberg’s “Double Cheers, Double Winnings” CNY consumer promotion runs from 16 Dec 2019 to 9 Feb 2020 across participating outlets nationwide. The campaign aims to excite consumers and shoppers with great rewards and exclusive prizes, coupled with an additional chance of winning a limited-edition gigantic 3-litre Carlsberg CNY bottle! Exclusive this festive period only, Carlsberg is rewarding more than 2,000 lucky beer lovers a magnificent 3-litre Carlsberg bottle that is bound to keep conversations buzzing among family and friends this CNY!

For purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles at participating coffee shops, food courts, modern bars and restaurants, check underneath the bottle caps each time you pop a bottle! Stand to win the 1st prize of a 3-litre Carlsberg bottle; the 2nd prize of an RM88 cash ang pau or collect three (3) bottle caps to redeem a FREE deck of Carlsberg playing cards.

Grab and go purchases of RM20 and above of Carlsberg Malaysia products at participating convenience stores will entitle you to weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc Mini Chiller. The Carlsberg Smart Mini Bar boasts a modernistic design of a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger functionalities!

For off-the-shelf purchases at participating supermarkets, you too can stand a chance to proudly own the limited-edition 3-litre Carlsberg bottle, win RM800 worth of groceries all paid for by Carlsberg, redeem Carlsberg’s elegant and sleek glassware and more!

Back by popular demand is Carlsberg’s Probably The Best CNY Shopping Experience where shoppers stand to win Grand Prizes of RM800 worth of groceries all paid for by Carlsberg! It’s a chance you want to grab for every purchase of two (2) cartons of Carlsberg or Carlsberg Smooth Draught and an additional one (1) carton of 1664 Blanc, Somersby or Asahi to be eligible. Scheduled to be held on 28 & 29 Dec and 4, 5, 10 & 11 Jan across participating super and hypermarkets nationwide like

AEON, AEON BiG, Giant, Tesco, Billion, TF Value and City Grocer, you too can stand to win prizes including beers and more!

With family gatherings and reunions this CNY, Carlsberg rewards you with exclusive Carlsberg and 1664 Blanc glassware for that perfect serve and enjoyment for purchases from participating super and hypermarkets. Gaining attention for its sleek and contemporary design since the rebranding of Carlsberg's new look in July, you too can own a FREE 4-glass set of the Carlsberg premium stem glass.

Simply purchase any two (2) cartons of Carlsberg or Carlsberg Smooth Draught and another two (2) cartons of 1664 Blanc, Somersby or Asahi and redeem at Carlsberg 300ml stem glass. Wheat beer lovers of 1664 Blanc can redeem a 1664 Blanc glassware when they purchase six sets of 1664 Blanc, Somersby or Asahi 4-can OR 4-bottle packs can 4-can pack.

Double your rewards and get lucky as you can stand a chance to win the 3-litre Carlsberg bottle when you snap a photo of your receipt and answer a simple question. This promotion is eligible at participating supermarkets and hypermarkets, as well as e-commerce promotions on Carlsberg's official Shopee store!

For instant beer enjoyment at modern pubs, bars and restaurants, get your hands on the limited-edition Carlsberg playing cards for every promotional purchase of Carlsberg or Carlsberg Smooth Draught. Doubling up the reward, get lucky and stand to win the limited-edition 3-litre Carlsberg bottle when you send in your receipt and answer a simple question via WhatsApp too!

Here's to "Double Cheers. Double Winnings." with Carlsberg when shopping or enjoying even better moments with friends and family this festive season. Don't miss the chance of winning a 3-litre Carlsberg bottle that will surely be talks during family reunion dinners and your social media feed! Stay tuned as Carlsberg will also be spreading the festivities at your hometowns in Central, Northern and Southern regions as well as East Malaysia in both Sabah and Sarawak.

For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at www.facebook.com/CarlsbergMY.

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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

For further enquiries, please contact:

May Ng

Assistant Manager, Corporate Communications & CSR

DL: 03 – 5522 6404

may.uk.ng@carlsberg.asia

Koh Kian Mei

Senior Brand Manager, Carlsberg Brand

DL: 03 – 5522 6340

kianmei.koh@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, 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.

供即时发布

新闻稿 50/2019
2019 年 12 月 23 日

CARLSBERG “双饮，双赢” 迎接 2020

新年奖赏一瓶限量版巨型三升 Carlsberg、一台内置冰箱、扬声器及充电器的 3 合 1 Carlsberg 智能迷你吧、设计精致的酒杯等好礼大派送！

莎阿南 23 日讯 – 在华人民俗里，2 是个吉祥双数，具有成双、加倍的含义，寓意好事成双，双喜临门。Carlsberg 亦从 2020 这对喜气数字获得启发，以“双饮，双赢”迎接 2020 农历新年，让啤酒爱好者在迎接新年来临之际，也迎来丰富的奖赏。

以剪纸艺术呈现，红彤彤又充满喜气，寓意‘年年有余’的鲤鱼图以及象征勇猛、吉祥、送福祈福的醒狮图，皆成为了 Carlsberg 2020 春节标头，并跃现于所有 Carlsberg 及 Carlsberg 顺啤的瓶子和罐子上，限时上市，只在这个新年里！

Carlsberg “双饮，双赢” 新年优惠由今年 12 月 16 日至明年 2 月 9 日，在全国所有参与的销售处盛大推行。此活动旨在让消费者和购物者把好礼带回家，令佳节喜气加倍，与此同时，消费者亦有机会再赢取一瓶寓意连升三级的限量版春节巨型三升（公升） Carlsberg 瓶装酒！

Carlsberg 已准备了 2000 多瓶巨型三升 Carlsberg 瓶装酒，奖赏诸位幸运的啤酒爱好者，这瓶酒势必成为家人好友聚会的话题。此优惠仅限本佳节！

凡在参与的咖啡店、美食中心、潮尚酒吧及餐厅购买大瓶装的 Carlsberg (640 毫升) 或 Carlsberg 顺啤 (580 毫升)，开瓶时，务必检查瓶盖内垫！每次开瓶即有机会赢取第一奖，一瓶三升 Carlsberg；第二奖，RM88 现金红包或只需收集三 (3) 个瓶盖，即可免费兑换一副 Carlsberg 扑克牌。

凡前往参与的便利店购买 RM20 以上的马来西亚 Carlsberg 产品，即可参加每周抽奖活动，即有机会赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 迷你冷藏箱。Carlsberg 智能迷你吧设计时尚精巧，内置冰箱、蓝牙扬声器及 USB 充电功能。

至于超市的购物者，同样有机会赢取一瓶限量版三升 Carlsberg 瓶装酒、价值 RM800 的年货以及兑换精致的 Carlsberg 酒杯等新年大礼！

Carlsberg 堪称最佳新年购物体验再度卷土重来，让购物者有机会赢取价值高达 RM800 的年货，你选购，Carlsberg 支付！凡购买两 (2) 箱 Carlsberg 或 Carlsberg 顺啤及附加一 (1) 箱 1664 Blanc、Somersby 或 Asahi 即可参加游戏赢取奖赏。堪称最佳购物体验将于今年 12 月 28 日及 29 日，明年 1 月 4 日、5 日、10 日及 11 日，在全国参与的超市和霸市，包括 AEON、AEON BiG、Giant、Tesco、Billion、TF Value 及 City Grocer 进行，让你把丰富奖品带回家，包括免费啤酒！

凡前往参与的超市及霸市购买者，亦可获赠独家 Carlsberg 及 1664 Blanc 精美酒杯，让新年团聚宴平添气氛。Carlsberg 于 7 月重塑品牌，Carlsberg 的精致酒杯也增添了格外醒目的时尚感，这时，你就可以把这一套 4 个精致酒杯占为己有。

只需购买两 (2) 箱 Carlsberg 或 Carlsberg 顺啤，再加另两 (2) 箱 1664 Blanc、Somersby 或 Asahi，即可兑换精致的 Carlsberg 300 毫升酒杯。至于优质啤酒 1664 Blanc 的爱好者，凡购买 6 盒 4 罐装或 4 瓶装的 1664 Blanc、Somersby 或 Asahi，即可获得一个精美的 1664 Blanc 酒杯。

好事成双，好奖加倍，你只需拍下收据，回答一道简单的问题，即有机会赢取一瓶三升 Carlsberg。你可在参与的超市、霸市以及 Carlsberg 的 Shopee 官方网店获得此促销特惠！

凡在潮尚酒廊、酒吧及餐厅畅饮优惠 Carlsberg 及 Carlsberg 顺啤，即可获得一副限量版 Carlsberg 扑克牌。好事成双，好奖加倍，你只需通过 WhatsApp 发送你拍摄的收据及回答一道简单的问题，即有机会赢取一瓶限量版三升 Carlsberg。

正值新春佳节购物旺季，就让 Carlsberg 带给你及家人好友带来加倍的奖赏，倍增新年聚餐的欢乐气氛。别错过赢取三升 Carlsberg 的良机，它势必成为团圆饭桌上的佳话，亦将是社交媒体的讨论话题！请继续关注 Carlsberg 的动向，持续把佳的节喜气散播给中、南、北马、沙巴和砂拉越的乡亲们。

欲了解更多关于进行中的新年促销或活动，请浏览 www.probablythebest.com.my 或跟随我们的脸书 www.facebook.com/CarlsbergMY。

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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

For further enquiries, please contact:

May Ng

Assistant Manager, Corporate Communications & CSR

DL: 03 – 5522 6404

may.yk.ng@carlsberg.asia

Koh Kian Mei

Senior Brand Manager, Carlsberg Brand

DL: 03 – 5522 6340

kianmei.koh@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, 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.