

FOR IMMEDIATE RELEASE

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Carlsberg kicks off probably the best UEFA EURO 2016™ football excitement

10 fans to Play on the Pitch with great football legends at Stade de Lyon in France

Kuala Lumpur, MALAYSIA, 10 May 2016 – Carlsberg is heating up the local football scene through a number of exciting activities leading to the UEFA EURO 2016™. As the official beer of the tournament, Carlsberg is offering fans a chance to watch the semi-final live in France and experience what it's like to be a football star and 'Play on Pitch' at Stade de Lyon, the official stadium of the UEFA EURO 2016™ where football heroes will be scoring goals – giving fans probably the best football adventure ever! Access to this event is exclusively held by Carlsberg and only 100 winners from around the world will have the chance to participate.

Fans and their favorite mate will get the ultimate football thrill and experience the sport like never before through Carlsberg's 'Play on Pitch.' 5 contest winners can bring along a friend to watch the UEFA EURO 2016™ semi-final with the best seats and views, be treated like football stars, complete with personalized soccer kits, access to locker rooms and other entertainment at the VIP hospitality lounge – while enjoying ice-cold Carlsberg – with some football big names and great legends sitting next to them, probably!

“Carlsberg, probably the best beer in the world offers our fans a chance to score probably the best UEFA EURO football experience. Carlsberg is always about doing it better for the fans whilst UEFA EURO championship never fails to set football enthusiasts in craze once every four years. Being the proud official beer sponsor of UEFA EURO for 8 consecutive tournaments, Carlsberg raises the bar a notch higher by rewarding lucky consumers – and their favorite mate – a once of a lifetime chance to play on the same pitch as their football heroes, experience the life of a football star and be treated as

a VIP, probably the best football adventure ever,” said Henrik Juel Andersen, Carlsberg Malaysia Managing Director.

“It is probably the best football prize as the winner of UEFA EURO 2016™ gets to play, interact and probably score some goals together with some great legends from the past UEFA EURO tournaments on the pitch of Stade de Lyon. The experience will culminate at the Grand Awards dinner where they will get to mingle with the past UEFA EURO legends,” Andersen added.

In order to give a sneak peek into the exclusive Play on Pitch experience and drum up excitement to the UEFA EURO 2016™, Carlsberg has collaborated with the F2 Freestylers, globally recognised as the best football freestylers in the world. They recreated probably the best ten EURO moments from the past 40 years through a series of videos available for viewing on www.probablythebest.com.my. Winners of the ‘Play on Pitch’ contest can expect to re-enact some of this iconic goals first hand with the F2 Freestylers in Stade De Lyon.

To score passes for you and your mate for probably the best football prize in the world, one must submit a photo of the proof of purchase for Carlsberg captioned with your name and MyKad number, via WhatsApp or WeChat to 018 3278718. The ‘Play on the Pitch’ contest is available in all Carlsberg affiliated outlets, from pubs, bars, restaurants, coffee shops to super and hypermarkets. Contest period runs from 3 May 2016 until 7 June 2016.

During the launch of the event, Carlsberg Malaysia transformed the venue into a mini football pitch complete with a showcase of skillful football juggling by football freestylers to give the guests a taste of what the Play on Pitch winners will enjoy at the UEFA EURO 2016™. Henrik Juel Andresen came dressed as a football manager and kicked off the event by giving a pep-talk style speech to the guests at the locker room inspired spot of the venue.

Carlsberg’s continuing and long-standing partnership with UEFA EURO is a testament to the brand’s heritage and great association with football. Carlsberg has been the official sponsor for a record of 8 consecutive tournaments since 1988 and remain the official sponsor of the UEFA EURO in 2016™.

For the first time in the tournament's history, UEFA EURO 2016™ will feature 24 teams compared to only 16 in 2012. They will be competing over a full month, from 10 June to 10 July 2016. The tournament comprises 51 matches, up from 31 matches in 2012, staged in ten different cities across France.

For more information on how to get a chance to win tickets to the UEFA EURO 2016™ Semi-final and participate at the various activities, please visit www.probablythebest.com.my or Carlsberg's Facebook page.

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ABOUT CARLSBERG AND UEFA EURO 2016™

Since the 1988 UEFA European Championship in the former West Germany, Carlsberg has been the official sponsor of UEFA EURO - one of the world's biggest football events - and in 2016, the partnership between Carlsberg and UEFA continues. With the renewal of this partnership, Carlsberg remains an official sponsor of the UEFA European Championship and acquires rights in connection to the European qualifiers from 2014-2017. This will be Carlsberg's 8th consecutive sponsorship of UEFA's national-team competitions and underlines our commitment supporting football.

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.

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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, Somersby, Asahi Super Dry 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 .

新闻发布稿

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Carlsberg启动堪称全球最佳欧锦赛足球体验 10位粉丝将前往法国里昂足球场亲身与足球传奇英雄切磋球艺

马来西亚吉隆坡，2016年5月10日讯 — 为迎接即将到来的2016年欧洲足球锦标赛（UEFA EURO 2016™，简称欧锦赛），Carlsberg带来连串精彩活动，势必为本地球赛氛围暖场。Carlsberg，此赛事的官方啤酒，将给予球迷们一个千载难逢的机会，前往法国现场观赏半决赛之余，并当一日足球明星，亲身于里昂足球场上与足球传奇英雄切磋球艺。此活动由Carlsberg独家呈现，全球只有100名得奖者将获得此千金难买的通行证。

通过此活动，足球迷与他们的好友将有机会体验前所未有的足球体验。五位竞赛得奖者将可携伴坐上最好的位子，以最佳的视角观赏2016年欧锦赛半决赛，并享有球星般的待遇，获取个人专属足球球衣及配件、并通行于球星们的更衣室，享用独家欧足联俱乐部设施。当享用冰凉顺喉的Carlsberg的同时，极有可能与足坛名人及传奇英雄比肩而坐！

“Carlsberg – 堪称全球最佳啤酒，为足球迷带来堪称最佳欧锦赛足球体验。Carlsberg品牌一直以来致力为足球迷们不断提升独特的体验，而四年一度的欧锦赛更持续让足球迷为它着迷发狂。连续八届身任欧锦赛官方啤酒，Carlsberg此次更上一层楼，为幸运的消费者与他们的好友提供千载难逢的机会，让他们踏足半决赛球场单挑历届欧锦赛传奇英雄，并经历球星般的待遇，与这些传奇英雄齐出席颁奖晚宴并零距离接触。这绝对称得上是有史以来最佳足球体验！”马来西亚Carlsberg集团董事经理皇德生表示。

为了预览此最佳足球体验，并激发球迷们对欧锦赛的兴奋，Carlsberg与全球公认最佳街足英雄F2

Freestylers合作，重演欧锦赛40年来堪称最佳十强时刻。这一系列影片，可从www.probablythebest.com.my抢先一睹。竞赛得奖者有望与这对街足英雄于里昂足球场重演经典进球时刻。

赢取堪称全球最佳足球体验大奖的方式很简单。您只需拍下购买Carlsberg啤酒的收据，以WhatsApp或WeChat将照片，全名及身份证号码传送至018 3278718。竞赛由2016年5月3日至6月7日截止，消费者可通过参与的酒吧、咖啡店、超级及霸级市场参加。

在推介礼上，Carlsberg把场地转变为小型足球场。

现场邀来花式街足英雄展示球技，以便让来宾置身其境，瞬间感受得奖者将于法国里昂足球场上的体验。马来西亚Carlsberg集团董事经理皇德生则化身为球队经理，于改造为球员更衣室的空间前，为来宾致词。

Carlsberg和欧锦赛的长久伙伴关系，明证品牌与足球界的传承及联系。自1988年，Carlsberg已连续赞助七届欧锦赛，而今年的赛事也不例外，Carlsberg第八次持续成为欧锦赛的赞助商。

由史以来，这将是2016年欧锦赛首次推介24支球队，相较于2012年，只有16支队伍。欧锦赛将从2016年6月10日至7月10日一整个月进行。今年的赛事，从2012年的31场，提升至51个场次，并于法国10个城市进行。

有关赢取2016年欧洲足球锦标半决赛入场券及各项活动，请浏览www.probablythebest.com.my或Carlsberg面子书欲知详情。

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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140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，2013年开始成为巴克莱首要联赛的官方啤酒，并且与5大主要国家队，包括英国有伙伴关系。

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、Somersby、Asahi Super Dry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。

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