

For Immediate Release

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Page 1 of 4

‘CHEERS TOGETHER’ CNY CELEBRATIONS MADE BETTER FOR BEER LOVERS NATIONWIDE

Despite moderate celebrations as the festive season approaches, Carlsberg brought smiles to beer lovers nationwide with its ‘Celebrate Prosperity, Cheers Together’ campaign.

Shah Alam, 27 Jan 2021 – The OXpicious celebrations to welcome the year of Golden Ox just keeps getting better as winners nationwide emerge from Carlsberg’s Chinese New Year (CNY) 2021 nationwide promotion. The tagline ‘Celebrate Prosperity, Cheers Together’ was brought to life as beer lovers exclaimed in joy winning limited-edition Carlsberg prizes to usher the Lunar New Year. Despite these challenging times, the campaign by the brewer has enlivened the festivities offering more than 1 million prizes up for grabs!

Running till 14 Feb 2021 or while stocks last, the Carlsberg CNY 2021 promotion is applicable across participating supermarkets, hypermarkets, e-commerce, and food outlets nationwide. Purchasing the OXpicious CNY festive-branded Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans and bottles has since rewarded consumers with exclusive Carlsberg merchandise. Prizes include the 3-litre Carlsberg Red Bottle, Carlsberg Poker Set, Carlsberg-branded 20” luggage bag, limited-edition Carlsberg board game, RM100 cash ang pau, Touch ‘n Go eWallet credits, premium WMF cutlery set, and more!

The 20” Carlsberg luggage bag with 360° wheels was an attractive merchandise of the promotion as consumers showcased their emerald green premium luggage bags on social media! Purchase any 2 cartons of Carlsberg Danish Pilsner and/or Carlsberg Smooth Draught, plus 1 carton of either Somersby, Asahi or 1664 Blanc to redeem the Carlsberg luggage bag! This promotion is applicable to purchases at participating supermarkets, hypermarkets, 99 Speedmart and is now extended to Lazada, Shopee and Potboy too.

Be among thousands of other consumers like Lim Ann Huei and Lee Hock Mun who were delighted to redeem Carlsberg luggage bags for their purchases at participating supermarkets, 99 Speedmart and hypermarkets. “I am impressed with the design and quality of the Carlsberg luggage bag.”, said Ann Hui. “I was shopping for groceries and the luggage bag promotion by Carlsberg caught my attention. Truly a nice reward for my Carlsberg purchases!”, chirped beer lover Hock Mun.

Chances to win Grand Prizes of a 3-litre Carlsberg Red Bottle, First Prize RM100 cash ang paus, or redeeming Carlsberg can-shaped lighters by collecting eight bottle caps have never been more fun! The anticipation of what prizes one may strike when popping a Carlsberg has drove much talkability among beer lovers, as more than 680 lucky RM100 cash ang paus winners and close to 70 Grand Prize winners claimed their prizes.

Prior to Movement Control Order 2.0, Carlsberg enthusiasts Tan Swee Leong, Wong Sook Fong and Soon Kim Kwee popped their winning caps at participating food courts and restaurants when enjoying Carlsberg Danish Pilsner – winning themselves the Grand Prize of

a 3-litre Carlsberg Red bottle. In hopes to liven up the festive cheer, Carlsberg is also offering consumers a chance to win the 48cm height limited-edition red bottle for their purchases across all channels including supermarkets, hypermarkets, convenient stores, restaurants and e-commerce sites to usher the Lunar New Year.

Two lucky winners rewarded with the RM100 cash ang pau were Kenneth Yeong and Chong Foo Weng who purchased Carlsberg at their favourite local neighbourhood joints. "I am a loyal Carlsberg fan for more than 30 years now and it was a humble surprise when two bottle caps indicated the RM100 cash prize! This has truly lifted the festive spirit as we welcome the Lunar New Year amidst the current situation", enthused lucky winner Kenneth. Be sure to check underneath the bottle caps for winning icons when taking away big bottles of Carlsberg at participating food courts and coffee shops!

To complement a good game of poker or playing cards during CNY, win a Carlsberg Poker Set when you take away Carlsberg beers at participating pubs and bars. Lee Sow Onn and Yong Wee Keong were lucky to have won the Carlsberg poker sets! "I was over the moon when my entry won the Carlsberg Poker Set! This is the first time I have won something, and I am also having my eyes peeled for the 3-litre Carlsberg Red Bottle!", said Yong.

Often associating CNY with delicious dishes and delicacies that many look forward to, complement your dishes with a premium cutlery set! Purchase any 6 sets of 4-can pack or a carton of 1664 Blanc, Asahi or Carlsberg Special Brew to redeem a WMF-branded cutlery set worth RM60 at participating supermarkets and hypermarkets for your weekend purchases.

Make better bonding moments with family and friends as we #StayAtHome with the Carlsberg 120cm x 120cm board game mat applicable to CNY bundle purchases on Lazada and Shopee. A bundle comprises a 6-can pack Carlsberg Danish Pilsner, 6-can pack Carlsberg Smooth Draught, 4-can pack Asahi, 4-can pack Somersby Apple Cider, and a 4-can pack 1664 Blanc.

Seize this opportunity as the promotion offers money-can't-buy Carlsberg-exclusive premiums this festive season only. Visit www.probablythebest.com.my to find out more about the in-store and online promotions this CNY. 'Like' and 'Follow' www.facebook.com/CarlsbergMY for Carlsberg's latest promotions and giveaways!

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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 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

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Carlsberg 同全国啤酒爱好者“齐饮齐胜”让金牛年更美好

即将来临的农历新年虽然低调，Carlsberg“红红火火，齐饮齐胜”活动仍然为啤酒爱好者献上笑容

沙亚南 27 日讯 - 金牛年的节奏响起了，Carlsberg 所展开的 2021 年农历新年全国促销活动也出现了多位赢家，可说是喜上加喜！许多啤酒爱好者因赢取 Carlsberg 独家周边商品而欣喜若狂，反映了 Carlsberg 金牛年促销活动“红红火火，齐饮齐胜”的主题。在这特殊时期，该酿酒商透过此促销活动送出超过 100 万个奖品，添加佳节色彩！

2021 年 Carlsberg 新年促销活动正在全国超级市场、霸级市场、网购平台及餐饮店进行，于 2021 年 2 月 14 日结束或售完即止。许多购买 Carlsberg (Danish Pilsner) 及 Carlsberg 顺啤 (Smooth Draught) 金牛年版罐装和瓶装的消费者，已获得了 Carlsberg 独家周边商品为奖赏，包括 Carlsberg 扑克套装、20 寸 Carlsberg 行李箱、限量版 Carlsberg 桌游、100 令吉现金红包、Touch 'n Go eWallet 电子现金、精致的 WMF 餐具套装还有等等的好康！

拥有 360 度万向轮的 20 寸 Carlsberg 行李箱成为万人迷，消费者在各自的社交平台大力分享这翠绿精致的行李箱。想要得到这款行李箱，那就购买任何 2 箱 Carlsberg 或 Carlsberg 顺啤，加 1 箱 Somersby 或 Asahi 或 1664 Blanc。除了有参与促销的超级市场及霸级市场或 99 Speedmart，消费者也可透过网购平台 Lazada、Shopee 及 Potboy 下单。

其中 2 位消费者，林安卉和李协满在有参与促销的超级市场及霸级市场购买 Carlsberg 啤酒后，领取 Carlsberg 行李箱时兴奋不已。林安卉表示，“配合新年促销送出的这款 Carlsberg 行李箱，我非常欣赏它的设计、品质。”李协满说，“我在购买杂货时注意到这项优惠，买 Carlsberg 送行李箱，真是好大的收获！”

消费者也有机会赢取大奖 Carlsberg 红红火火 3 公升大瓶装酒、首奖 100 令吉红包，或收集 8 个瓶盖换取 Carlsberg 精致罐型打火机。目前已有超过 680 位幸运儿赢得了 100 令吉红包，还有接近 70 位得奖者已领取了大奖，这得奖的期待也成为了啤酒爱好者之间的话题。

在行动管制令 2.0 之前，身为 Carlsberg 粉丝的陈瑞良、黄淑芳和孙亚德，在指定美食中心及餐厅享饮 Carlsberg 时，打开了有奖瓶盖，并赢得了 Carlsberg 红红火火 3 公升大瓶装酒。为了增添新年气氛，通过所有管道购买 Carlsberg 产品的消费者，无论超级市场、霸级市场、便利店、餐饮店及网购平台，将有机会赢取 48 厘米高的 Carlsberg 红红火火 3 公升大瓶装酒。

其中获得 100 令吉红包的 2 位幸运儿分别为杨景仁和张富荣，他们在当地餐饮店购买 Carlsberg 时得到这份奖励。杨景仁表示，“我是 Carlsberg 忠实粉丝，已支持了 30 多年。当我发现有 2 个瓶盖可让我赢取 100 令吉现金奖金，我还有点惊讶，虽然现况不景气，但这红包让我感觉更有新年气氛了。”在指定美食中心及咖啡店购买大瓶装 Carlsberg 时，记得查看瓶盖低，碰碰运气，看胜者是不是你。

为了让新年扑克游戏及扑克牌游戏更精彩，到指定酒吧及酒廊打包 Carlsberg 啤酒，并有机会赢得了 Carlsberg 扑克套装。其中 2 位得奖者分别为李先生和杨伟强，后者说，“想不到我竟然赢了 Carlsberg 扑克套装，我真的很高兴！这是我人生第一次得奖，我也设定了目标赢取那支 Carlsberg 红红火火 3 公升大瓶装酒！”

为了让您以精致餐具套享用新年佳肴，在有参与促销的超级市场及霸级市场购买任何 6 份四罐装，或一箱 1664 Blanc 或 Asahi 或 Carlsberg Special Brew，即可换取价值 60 令吉的 WMF 餐具套，让佳节美食更完美。

趁留守在家的同时，与亲朋好友增进感情，打开 Lazada 或 Shopee 购买 Carlsberg 新年配套，即可获得 120 厘米 x 120 厘米的 Carlsberg 新年桌游。每个配套包含 6 罐装 Carlsberg、6 罐装 Carlsberg 顺啤、4 罐装 Asahi、4 罐装 Somersby Apple 及 4 罐装 1664 Blanc。

别错过这千载难逢的机会，趁这佳节促销活动收藏金钱也无法买到的 Carlsberg 独家精品。浏览 www.probablythebest.com.my 以了解更多关于在店内及网上进行的新年促销。记得按赞及跟随 www.facebook.com/CarlsbergMY 以获知最新促销并赢取独家赠品！

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Find out more at www.carlsbergmalaysia.com.my