

FOR IMMEDIATE RELEASE

Press Statement 30/2017

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Tapping on Tech to Advocate #CELEBRATERESPONSIBLY

Carlsberg Malaysia urges 5,000 Oktoberfest party-goers to pledge against drink-driving in support with the 3rd annual Global Be(er) Responsibility Day (GBRD)

Penang, 17 October 2017 – In conjunction with its *Probably the Best Oktoberfest Party* held in collaboration with Vangohh Eminent in Bukit Mertajam on 12 October 2017 and Malaysian-German Society of Penang in Air Itam on 13 and 14 October 2017, Carlsberg Malaysia rolled-out responsible drinking activation to raise awareness on responsible consumption of alcohol by advocating no drink driving should one's Blood/Breath Alcohol Content (BAC) exceeds the legal limit of 0.08%¹. Themed #CELEBRATERESPONSIBLY, the brewer educated consumers on the national's BAC legal limit, danger of drink-driving and alternatives to party and get home safe.

In line with the Carlsberg Malaysia's new sustainability ambition, *Together Towards ZERO*, where the brewer has set a bold vision for a society without irresponsible drinking in support of the World Health Organization's (WHO) objective to reduce harmful drinking, and Sustainable Development Goal #3 – to ensure healthy lives and promote well-being for all ages.

"The irresponsible behaviour towards alcohol consumption such as drink driving must be prevented. At Carlsberg Malaysia, we believe that beer should be consumed in moderation, enjoyed in a responsible manner. Beer should never be associated with any safety issues or loss of lives. With that in mind, we thought what better way to advocate ZERO irresponsible drinking than walking the talk during our *Probably The Best Oktoberfest Party* – to engage our consumers not to drink and drive and encourage responsible choices," Pearl Lai, Corporate Communications and CSR Director commented.

"This year, we developed a brand-new driving simulation game using Kinect technology to tap on the younger beer consumers, who are more receptive towards responsible drinking

¹ As per Road Transport Act 1987 <http://www.agc.gov.my/agcportal/uploads/files/Publications/LQM/EN/Act%20333%20-%20Road%20Transport%20Act%201987.pdf>

messages through a digital platform that is relevant to their lifestyle. Named '#CELEBRATERESPONSIBLY – Don't Drink and Drive', is an interactive game that puts consumers' hand-eye coordination to test, which aims to create awareness on no drink driving when one's BAC level exceeds 0.08%. We are pleased that consumers learned about the legal limit and understand the possible impacts of alcohol to road users in a simulated drink-driving environment," Lai explained.

"Our employees also volunteered as #CELEBRATERESPONSIBLY ambassadors to educate consumers about the legal BAC limit, to test their BAC level with mobile breathalyser, as well as to offer them drinking water for hydration and a RM10 off GRAB promo code as their alternative ride home", Lai added.

Over the last 2 years, Carlsberg Malaysia ran 5 responsible drinking activations across Peninsular Malaysia and reached some 9,000 consumers. This year, Carlsberg Malaysia has successfully reached over 5,000 consumers via #CELEBRATERESPONSIBLY activations at *Probably the Best Oktoberfest Parties* held in Penang and Selangor.

Consumers who are interested to participate in the up-coming activations can also sign up as Carlsberg's #CELEBRATERESPONSIBLY ambassadors via Carlsberg Malaysia's official Facebook page.

Find out more about Carlsberg Malaysia's Together Towards ZERO in Irresponsible Drinking in support of Global Beer Responsibility Day, check out www.facebook.com/CarlsbergMalaysia or www.carlsbergmalaysia.com.my.

About Global Beer Responsibility Day

Established in 2015, Global Beer Responsibility Day is an annual industry-wide initiative, led by Anheuser-Busch InBev, Carlsberg and HEINEKEN, to highlight and reinforce the responsibility efforts conducted by brewers, wholesalers, retailers, government and enforcement officials, NGOs and other partners. On Global Beer Responsibility Day, the three brewers will showcase and launch a variety of programs aimed at reducing the harmful use of alcohol, including drink driving and underage drinking prevention, server and seller training efforts and consumer education programs, among others.

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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 and 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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借 助 科 技 推 动 理 性 饮 酒 #CELEBRATERESPONSIBLY

马来西亚 Carlsberg 集团呼吁 5,000 名啤酒节参与者响应第 3 届全球理性饮酒日 (GBRD) 的酒后不开车运动

檳城 16 日讯 - 为配合今年堪称最佳啤酒节庆典，马来西亚 Carlsberg 也趁 10 月 12 日与 Vangohh Eminent 在大山脚联办，以及 10 月 13 日及 14 日与马德友好协会在檳城亚依淡联办庆典期间，启动了#CELEBRATERESPONSIBLY 理性饮酒活动，倡议人们理性饮酒；一旦吹气酒精浓度 (BAC) 超过法定 0.08%² 的度数，就应避免开车。主题为 #CELEBRATERESPONSIBLY 的活动，旨在教育消费人关于国家法律对吹气酒精的规定，酒驾的危险以及酒后乘坐替代交通平安回家。

Carlsberg 集团最新实行的一起向往零 (Together Towards ZERO) 策略，目标就是打造一个零非理性饮酒的社会，以配合世界卫生组织 (WHO) 减少有害饮酒的目标及可持续发展目标 #3，确保健康生活方式，促进各年龄段所有人群的福祉。

企业传讯及企业社会责任总监赖明珠语重心长评论道：“非理性饮酒行为，如酒后开车是我们决心对治的问题。本集团认为，人们应理性享受，适量饮酒。啤酒也不应成为人身安全甚至丧命的联想。因此，我们就是以这种心态，把零非理性饮酒运动和堪称最佳啤酒节庆典结合在一起，以提醒庆典参与者酒后别开车，要利用替代交通，以便能平安回家。”

赖明珠补充说：“我们今年也开发了一项采用 Kinect 科技的崭新驾驶模拟游戏，目的是藉年轻人熟悉的数码平台，向年青一代的饮客灌输理性饮酒的理念。这项称为 #CELEBRATERESPONSIBLY - 酒后不开车’的互动游戏，将测试消费人的手与眼睛的协调，

² 查阅 1987 年陆路交通法令 <http://www.agc.gov.my/agcportal/uploads/files/Publications/LOM/EN/Act%20333%20-%20Road%20Transport%20Act%201987.pdf>

它旨在提醒人们有关吹气酒精浓度超越 0.08%的法规。我们很高兴消费人都能够从驾驶模拟环境中了解这项法规，以及酒后驾车所可能产生的冲击。”

在过去 2 年，马来西亚 Carlsberg 已经在大马半岛各地办了 5 项活动，并吸引约 9,000 名消费人参与。而马来西亚 Carlsberg 今年的目标，则是借助在槟城、巴生谷及柔佛举行的*堪称最佳啤酒节庆典*，推广#CELEBRATERESPONSIBLY 活动以吸引超过 5,000 消费人参与。

#CELEBRATERESPONSIBLY 活动将配合数场*堪称最佳啤酒节庆典*大力推动，并有超过 30 位 #CELEBRATERESPONSIBLY 雇员大使将参与其盛，负责教育消费人有关吹气酒精浓度的法规，利用流动酒测仪为消费人测试酒精度数，也为消费人提供饮水补充水分，以及提供 RM10 回扣的 GRAB 代码，鼓励人们酒后乘坐替代交通回家。

有意参与未来活动的消费人，可通过马来西亚 Carlsberg 面书报名，成为 Carlsberg 的 #CELEBRATERESPONSIBLY 大使。

欲了解马来西亚 Carlsberg 响应世界理性饮酒日所推行的 一起向往零 (Together Towards ZERO) 非理性饮酒活动，请登录 www.facebook.com/CarlsbergMalaysia 或 www.carlsbergmalaysia.com.my.

关于全球啤酒责任日

全球啤酒责任日 (Global Beer Responsibility Day) 是由百威英博 (Anheuser-Busch InBev)、Carlsberg 及喜力啤酒 (HEINEKEN) 联手于 2015 年发起的常年活动，在全球范围与酒厂、批发商、零售商、政府及执法官员、非政府组织及其他伙伴等共同推动理性啤酒消费。而这三家啤酒公司也将在全球啤酒责任日推出各项活动，以减少酗酒危害，包括防止酒后驾车和未成年饮酒、服务与售卖者培训以及消费人教育计划等。

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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 Dr, 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。