

**PRESS
RELEASE**

DOUBLE GOODNESS FOR MALAYSIAN ATHLETES

Brewery supports development of sports with over RM 3.55 million over two decades

SHAH ALAM, 4 December 2013: Carlsberg Malaysia, leader of noble Corporate Social Responsibility acts on the development of sports, announced its continued sponsorship to Olympic Council of Malaysia (OCM) and SportExcel: Foundation for Malaysian Sporting Excellence. At a prize presentation ceremony, the brewer presented cash sponsorship of RM30,000 to OCM and RM15,000 to SportExcel, making the total contribution to RM3.55million.

Dato' Lim Say Chong, Chairman of Carlsberg Malaysia shared in his speech, "It gives me great pleasure to acknowledge that the OCM and SportExcel has been well-recognised by the local sporting community. I hope that our annual sponsorship help provide financial support to the two sporting NGOs in developing and inspiring young Malaysian sportsmen and sportswomen to strive for excellence".

Over the 19 years, the whole life insurance policy totalling RM3.16million from the OCM-Carlsberg Athletes Retirement Scheme, has benefitted 88 Malaysian athletes who have either won gold at the Asian and Commonwealth Games or any medals at the Olympics. This has helped to protect the older athletes from retiring from their sporting career and serves as a boost to incentivise and motivate younger athletes to strive for greater heights.

Last year, the retirement scheme rewarded Pandelesa Rinong a top up of RM40,000 in her life insurance policy valued at RM90,000, for her bronze medal in the Women's 10m Platform Diving event and at the London Olympics 2012. Dato' Lee Chong Wei is also another beneficiary. He received a top up value of RM80,000 for his silver medal in London, totalling his life insurance policy value RM260,000.

As a Chartered Member of SportExcel since 1991, Carlsberg Malaysia has made a total contribution of RM395,000. Hundreds of junior athletes have benefited the programme organised by SportExcel in pursuing excellence in various sports. The brewer's long-standing sponsorship have assisted many world champions including Dato' Nicol David (squash) and Ester Cheah (bowling) who began their careers on the SportExcel junior circuit.

The prize presentation ceremony was held in conjunction with the SportExcel Charity golf. Carlsberg Malaysia was represented by its Chairman Dato' Lim Say Chong, Non-Executive Director Datuk Mike Krishnan, Supply Chain Director Kristian Dahl and General Manager of



subsidiary company, Luen Heng F&B Sdn Bhd Kenneth Soh; whilst OCM and SportExcel were represented by its founder YAM Tunku Tan Sri Imran Tuanku Ja'afar, Honory Secretary of OCM Dato' Sieh Kok Chi and SportExcel Executive Director Sivanandan Chinnanduri.

For more info on Carlsberg Malaysia's community and sports CSR initiatives, please visit http://www.carlsbergmalaysia.com.my/web/csr/cs_ofacomunity.aspx

About OCM-Carlsberg Athletes Retirement Scheme

Carlsberg Malaysia has been the official partner of the Olympic Council Malaysia (OCM) for the past 18 years via the OCM-Carlsberg Athletes Retirement Scheme. The retirement scheme provides life insurance coverage for Malaysian athletes who have made the country proud by winning medals at the past Asian Games, Commonwealth Games and the Olympic Games. The scheme will provide insurance coverage for Olympic medalists of RM150,000 for a gold medal, RM100,00 for silver and RM50,000 for bronze.

The London 2012 Olympics saw the success of two Malaysian athletes. Lee Chong Wei won a silver medal in the Badminton Men's Single and Pandelega Rinong won a bronze for Women's 10M Platform diving.

About SportExcel: Foundation of Sporting Excellence

Carlsberg Malaysia has been a Chartered Member of SportExcel, the Foundation for Malaysian Sporting Excellence, since 1991. Incorporated in 1989, SportExcel promotes junior sports and assists young talented athletes to reach their full potential at the international arena. This year, Carlsberg Malaysia presented a top up of RM50,000 to SportExcel early this year in addition to the annual sponsorship of RM15,000.

----- End -----

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Pearl Lai	Head of Department, Group Communications & Mktg Activation	D/L: 03 - 5522 6408 pearl.lai@carlsberg.asia
April Augustin	Manager Corporate Communications	D/L: 03 - 5522 6474 april.augustin@carlsberg.asia