

FOR IMMEDIATE RELEASE

Press Statement 30/2023

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Carlsberg Malaysia Group enters Strategic Agreements with Sapporo Group

SHAH ALAM, 5 Dec 2023 – Carlsberg Brewery Malaysia Berhad (“the Group”) is pleased to announce a significant milestone in its business operations in Malaysia and Singapore. The Group has entered a Licence Agreement and Distributorship Agreement with Sapporo Breweries Limited (“Sapporo Group”), a renowned Japanese company listed in the Prime Market of the Tokyo Stock Exchange with over 140 years of beer brewing history globally.

Through this strategic partnership, the Group sets to continue driving growth of its premium portfolio in line with its SAIL'27 corporate strategy, while Sapporo Group can expand sales in both Malaysia and Singapore as aligned with its growth acceleration plan for Asia-Pacific.

In Malaysia, the Group proudly secures the license agreement to brew and manufacture the iconic 'Sapporo Premium Beer', the pioneer beer in Japan renowned for its crispness, refreshing taste, and smooth finish. Effective from 1st January 2024, the Group will produce, sell, market, and distribute the beer across all channels in the country, including duty-free zones. This agreement is a 5-year contract with an automatic renewal of 3 years, unless either party provides written notice of non-renewal.

In Singapore, Carlsberg Singapore Pte. Ltd. and its subsidiary, Maybev Pte. Ltd., have distributorships for two iconic brands i.e. 'Sapporo Premium Beer' and 'Yebisu Beer'. Similarly, this distributor agreement will also be effective for 5 years starting from 1st January 2024, with an automatic renewal for 1 year, unless either party provides written notice of non-renewal.

“Embarking on a mutually beneficial journey, our partnership with the Sapporo Group echoes the essence of our SAIL'27 strategy, unleashing premiumisation to new heights. Having the license and distribution rights for Sapporo Premium Beer in Malaysia and Singapore is a testament to our brewing excellence standards and commitments towards product innovation,” stated Stefano Clini, Managing Director of Carlsberg Malaysia shared.

“We are confident that Sapporo Premium Beer will complement our premium beers offering. We are also excited to invite Japanese beer enthusiasts to taste the locally-brewed fresh Sapporo Premium Beer in the coming months,” added Clini.

The Group is collaborating with key stakeholders for a smooth transition and seamless in-market executions in both Malaysia and Singapore. More information about the Sapporo Premium Beer product and promotions will be made available in the official website and social media platforms from January next year onwards.

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For more communication materials, scan here:



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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

马来西亚 Carlsberg 集团与 Sapporo 集团签订战略合作协议

（莎亚南 2023 年 12 月 5 日）马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）宣布与 Sapporo 集团（Sapporo Breweries Limited）签订许可协议及经销协议，为马来西亚和新加坡两国业务迎来重要里程碑。Sapporo 集团是在东京证券交易所主要市场（Prime Market）上市的知名日本企业，全球啤酒酿造历史超过 140 年。

通过这一战略伙伴关系，该集团与 SAIL'27 企业战略一致，继续推动高端品牌产品组合增长，而 Sapporo 集团能够在马新两国扩大销售，实施其亚太地区增长加速计划。

该集团很荣幸取得了许可协议，在马来西亚酿造生产标志性 Sapporo Premium Beer，即口感清爽、余味顺滑的日本先锋啤酒。从 2024 年 1 月 1 日起生效，该集团将于全国渠道（包括免税区）生产、售卖、营销及经销 Sapporo Premium Beer。此合同协议为期 5 年，随后将自动续期 3 年，除非一方以书面形式通知另一方不续约。

至于新加坡业务，Carlsberg Singapore Pte. Ltd. 及其子公司 Maybev Pte. Ltd. 拥有 Sapporo Premium Beer 以及 Yebisu Beer 这两个标志性品牌的经销权。此经销协议也同样从 2024 年 1 月 1 日起生效，为期 5 年，随后将自动续期 1 年，除非一方以书面形式通知另一方不续约。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“开启这一互惠互利篇章，本集团与 Sapporo 集团的伙伴关系体现了我们 SAIL'27 战略的精髓，将高端化推向新高度。获得 Sapporo Premium Beer 马新两国许可权、经销权也彰显了我们卓越的酿酒水平，以及对产品创新的承诺。”

葛利尼补充，“我们有信心 Sapporo Premium Beer 将互补本集团高端啤酒产品，也非常期待在未来几个月邀请各位日本啤酒爱好者前来品尝本地酿造的 Sapporo Premium Beer。”

该集团也与关键利益相关者合作，在马新两国确保平稳过渡和无缝市场执行。Sapporo Premium Beer 产品和促销的相关信息将从明年 1 月起在官方网站和社交媒体专页上公布。

完

更多公关材料，请扫描：



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