

**PRESS
RELEASE**

CARLSBERG WINS PRESTIGIOUS CSR PRIZE

Carlsberg Malaysia recognised at The Edge Billion Ringgit Club Corporate Awards

Shah Alam, August 19, 2014 – Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia), the leading brewer in Malaysia bagged the first prize in The Edge Billion Ringgit Club (BRC) corporate awards under the Best Corporate Responsibility (CR) initiatives.

Amongst 178 of 900 companies listed on Bursa Malaysia with a market capitalisation of more than RM 1 billion, Carlsberg Malaysia topped the list with the best CR initiatives under the ‘below RM10 billion market capitalisation’ category.

Judges for the award category included Selvarany Rasiah, Bursa Malaysia Chief Regulatory Officer; Dorothy Teoh, CEO of The Edge Education Foundation; Philip Koh Tong Ngee, Board Member of World Vision International; and Ong Eng Bin, CEO of OCBC (Malaysia) Bhd.

Receiving the accolade from the Minister in the Prime Minister’s Department, Datuk Seri Abdul Wahid Omar, Henrik Juel Andersen, Managing Director of Carlsberg Malaysia commented that “we are proud that our efforts in CSR have been recognised and rewarded. We constantly try to raise the bar and make sure we stay ahead of the competition. Our CSR programme is an integral part of the way we do business and is not only helping the Malaysian society but also enhances our corporate performance.

“Our commitment to CSR and sustainability is instrumental to the success of our operations, whether it relates to streamlining our supply chain, developing innovative environmental activities or creating professional development opportunities for our employees. Our CSR framework, which encompasses four key areas, namely community, environment, marketplace and workplace, are governed and supported by eight CSR policies covering Labour and Human Rights, Marketing Communications, Health and Safety, Business Ethics, Community Engagement, Environment, Responsible Drinking and Supplier and Licensee Code of Conduct,” Andersen added.



In the financial year under review, Carlsberg Malaysia achieved some remarkable milestones, a testament to its significant progress and relentless commitment to CSR. Amongst others, the brewer has:

- completed a suppliers’ assessment, in collaboration with the Royal Danish Embassy, to ensure that its suppliers do not practise any unethical behaviour such as child labour or discrimination,
- reduced its environmental footprint by introducing a small lid for its can packaging, which is 6.7% lighter compared to previous packaging,
- achieved energy savings of 8% in 2013 by upgrading and installing energy motors in its cooling plant,
- reduced water consumption and continued optimisation of its waste water treatment plant anaerobic reactor operations, which helped to maximise biogas generation,
- raised over RM469 million in school-building funds for 690 schools nationwide through its flagship “Top Ten Charity Campaign” and “I love Chinese Education East Malaysia charity concerts”,
- rolled out a new Drink Responsibly policy, and
- launched a charitable foundation in Malaysia, J.C. Jacobsen Foundation, named after the founder of Carlsberg.

In addition to winning the top CSR prize at The Edge BRC Awards, Carlsberg Malaysia was also ranked third for “most profitable FMCG company” as well as “Best FMCG stock performance”.

For more information on Carlsberg Malaysia and its CSR programme, please visit www.carlsbergmalaysia.com.my

About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia) was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor’s Stout, SKOL, Jolly Shandy, Budweiser, Corona, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale and Grimbergen.

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**PRESS
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Carlsberg 荣获 The Edge Billion Ringgit Club 最佳企业社会责任奖

莎亚南 XX 日讯 - 国内领先啤酒公司马来西亚 Carlsberg 集团日前荣获 The Edge Billion Ringgit Club (BRC)颁发最佳企业社会责任奖项。

大马 Carlsberg 集团是大马股票交易所 900 家上市公司中，其中市场总值超过 10 亿的 178 家企业之一，而在此 178 家企业当中，该集团履行企业社会责任的表现遥遥领先。

企业社会责任奖项组别的评审包括大马股票交易所首席监管长 Selvarany Rasiah、The Edge 教育基金总执行长 Dorothy Teoh、世界宣明会理事会成员 Philip Koh Tong Ngee 及大马华侨银行总执行长王荣敏。

马来西亚 Carlsberg 集团董事经理皇德生从首相署部长拿督斯里阿都华希奥马接过奖项后说：“我们感到非常荣幸，因为我们履行社会责任的努力获得肯定。长久以来，我们不断提高标准以确保在市场上处于领先地位。我们把社会责任企划视为经营业务的一部分，它不只协助大马人民，同时也提升我们企业的表现。”

他补充：“我们在履行社会责任方面的努力与坚持也是企业营运操作的成功之道，这些营运操作包括现代化供应连锁、开发创新环保活动或为雇员创造专业发展机会。至于企业社会责任架构内容包括四个主要范围如社区、环境、市场及职场，而执行这架构的八大策略有劳工人权、市场传播、卫生安全、商业伦理、社区互动、环境、负责任饮酒行为及供应商执照与行为准则。”



回顾过去的财务报告，大马 Carlsberg 集团拥有好几项凸现集团对企业社会责任的努力及所达到的成就：

- 与皇家丹麦大使馆联手合作完成供应商评估，确保供应商没有任何不道德行为如雇用童工或有歧视行为；
- 在罐装啤酒上使用比旧罐装轻达 6.7%的盖子，达到环保目的；
- 提升冷却设备并安装节能机械，于 2013 年节省 8%的能源；
- 节省用水量及持续优化废水器材厌氧反应器的操作以产生沼气发电；
- 透过旗舰活动《十大义演》及《我爱华教东马华教义演》一共为 690 间学校筹获 4 亿 6900 万令吉的建校基金；
- 推出理性饮酒活动
- 推出以 Carlsberg 创办人 J.C.Jacobsen 命名的慈善基金会

除了获得“最佳企业社会责任奖”，Carlsberg 也在“最高利润快速消费品”组别及“最佳快速消费品股票表现”组别荣获第三奖。

欲知更多马来西亚 Carlsberg 集团的详情及该公司所进行的企业社会责任计划，请浏览 www.carlsbergmalaysia.com.my。

Carlsberg 简介

马来西亚 Carlsberg 集团于 1969 年 12 月正式营业。今天，它出产了啤酒、烈性黑啤和各类麦芽饮料。旗下的啤酒、烈性黑啤、苹果酒、葡萄酒、白酒和其他酒类，皆通过马来西亚子公司 Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd, Carlsberg Singapore Pte Ltd 和在斯里兰卡的相联公司 Lion Brewery (Ceylon) PLC 分销与发售。

Carlsberg 仍是集团的旗舰品牌，并以符合消费者需求为主而致力开拓其在马来西亚啤酒饮用者心中的地位。马来西亚 Carlsberg 集团所出产的国际知名啤酒品牌包括法国可伦堡生啤酒 1664、法国可伦堡生啤酒 1664 Blanc、Asahi Super Dry 朝日啤酒、Somersby 夏日蜜苹果酒、丹麦黑皇、康纳斯黑啤、狮



威啤酒、乐怡仙地 Jolly Shandy、百威啤酒、科罗娜啤酒、时代啤酒、贝克啤酒、富士达啤酒、福佳白啤酒、艾丁格啤酒、教士黑啤酒、泰德利的爱尔兰啤酒及格林伯根啤酒。

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此新闻稿由马来西亚 Carlsberg 集团提供，供即时发布。欲知更多详情，请联络：

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