

## Your Next Carlsberg Purchase Could Win You Huawei Smart Watch and Jerseys!

Carlsberg Malaysia wishes Sabahans and Sarawakians to stay strong for a smoother year ahead.

Shah Alam, 10 July 2020 – Pesta Kaamatan and Gawai Dayak are the most anticipated harvest festivals in Sabah and Sarawak, where we express gratitude and celebrate a year of good harvest with families and friends. In light of the Covid-19 outbreak, many turned to observing the festivities by staying safe at home without massive celebrations.

Keeping the traditions going, Carlsberg Malaysia launched a 2-month long consumer promotion encouraging fellow Sabahans and Sarawakians to stay stronger for a smoother beer ahead with Carlsberg and Carlsberg Smooth Draught.

As we adapt to the new norm, beer lovers are enjoying their beers at their favourite local coffee shop or restaurant in a responsible manner. From now till 7 August and while stocks last, your Carlsberg and Carlsberg Smooth Draught purchases will stand you a chance to win sporty watches and jerseys!

For every Carlsberg or Carlsberg Smooth Draught purchases worth RM100 and above at participating bars, you will stand a chance to win a Huawei Watch GT2 worth RM700. Simply snap a photo of your receipt and submit it via WhatsApp.

If you are supporting your local coffee shop or hawker stall around your neighbourhood, get one (1) limited-edition jersey when you buy 12 big bottles of Carlsberg or Carlsberg Smooth Draught.

True to its purpose of Brewing for a Better Today & Tomorrow, Carlsberg Malaysia pledged support to communities in Sabah and Sarawak through a holistic 'Safer Together' campaign supporting hundreds of schools and F&B operators affected by the Covid-19 outbreak.

"We are delighted to learn that our Safer Together initiatives have received very encouraging feedback from communities from all walks of life whose lives and livelihoods have been affected by the Covid-19. As a responsible corporate citizen and in line with our corporate social responsibility efforts, we are committed to providing better education and learning environment at schools, Managing Director Stefano Clini commented.

Safer Schools is a campaign that has donated thermometers to 80 and 186 schools in Sabah and Sarawak respectively; and provided disinfection services to a total of 32 East Malaysia schools located in high-risk areas. The brewer also rolled-out a nationwide Carlsberg Smooth Draught promotion that provides utilities subsidy to small and medium-sized coffee shops as

well as launched Carlsberg's Adopt A Keg campaign to build patronage at local bars and restaurants.

For more information on the promotion, follow Carlsberg on Facebook at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) or visit [www.probablythebest.com.my](http://www.probablythebest.com.my). Read about Carlsberg Malaysia's 'Safer Together' initiatives at <https://bit.ly/CarlsbergSaferTogether>

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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](http://www.carlsbergmalaysia.com.my)

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## 购买 Carlsberg 即可赢取华为智能手表及限量版 T 恤!

马来西亚 Carlsberg 集团与沙巴、砂拉越子民携手坚强共赴，一起迈向顺境!

**莎阿南 10 日讯** – 丰收节为沙巴与砂拉越全民普天同庆的时节，是一家人与亲朋戚友欢庆一年丰收，表达感恩的节日。但此时恰逢新冠肺炎肆虐，许多人都得留守在家中，无法大肆庆祝。

马来西亚 Carlsberg 集团为了延续这项传统庆典，推出了一项长达 2 个月的促销活动，鼓励沙巴和砂拉越同胞举杯同饮顺口的 Carlsberg 及 Carlsberg 顺啤，全民坚强共赴，一起迈向顺境!

啤酒爱好者遵守新常态，有条不紊前往常光顾的咖啡店或餐厅享受他们喜好的啤酒。由即日起至 8 月 7 日，凡购买 Carlsberg 及 Carlsberg Smooth Draught (顺啤)，即有机会赢取运动型手表及限量版 T 恤!

凡向参与促销的酒吧购买价值 RM100 以上的 Carlsberg 或 Carlsberg Smooth Draught (顺啤)，即有机会赢取一只价值 RM700 的华为 GT2 手表。只需拍下收据，通过 WhatsApp 提交即可。

当您光顾扶助本国咖啡店或小贩摊档业，购买 12 支大瓶装 Carlsberg 或 Carlsberg 顺啤，即可获得一(1)件限量版 T 恤。这项促销有效期至 8 月 7 日，或至存货售完为止，千万别错失机会!

马来西亚 Carlsberg 集团秉持“酿造更好的今天和明天”宗旨，推出了“同心安全”计划，援助深受新冠疫情影响的沙巴与砂拉越数百间学校和餐饮业者。

董事经理葛利尼说：“我们感到很欣慰，‘同心安全’计划能够获得社会各阶层的积极反应。在新冠疫情肆虐下，他们的生活和生计都受到冲击。为此，作为一个负责任的企业公民以及本着我们的企业社会责任，我们致力于为学校打造一个更良好的教育和学校环境。

在安全学校计划之下，分别有 80 间及 186 间来自沙巴和砂拉越的学校获得捐赠温度计，同时，集团亦为 32 间坐落在高风险区的学校进行消毒。此外，集团也推出一项全国性的 Carlsberg 顺啤促销活动，为中小型咖啡店提供水电费津贴，与此同时，一并推出 Carlsberg 专属酒桶倡议，以吸引消费者重返他们所在地的酒吧和餐厅。

关于更多促销详情，请跟随 Carlsberg 脸书专页 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 或浏览 [www.probablythebest.com.my](http://www.probablythebest.com.my)。您也可在以下网页查阅马来西亚 Carlsberg 集团的‘同心安全’计划：<https://bit.ly/CarlsbergSaferTogether>

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