

FOR IMMEDIATE RELEASE

Press Statement 19/2019

10 May 2019

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CARLSBERG GOLF CLASSIC SWINGS INTO ACTION!

Enjoy Carlsberg Smooth Draught to enjoy unlimited FUN and lucrative PRIZES at “Probably The Best Golf Tournament” in Malaysia!

Shah Alam, 10 May 2019 – After capping off another successful year on the back of its silver jubilee last year, Carlsberg Golf Classic, the leading amateur golf tournament in the country, is back and set to add more feathers to its cap, offering more than RM2.6 million in sponsorship value. Carlsberg Golf Classic is scheduled to be held at 35 exclusive golf clubs nationwide, including Sabah and Sarawak, with 37 qualifying legs from 16th June to 14th September.

By progressively raising the bar every year, Carlsberg Golf Classic has proven a track record of succinctly being “Probably The Best Golf Tournament” in terms of fun, participation and prizes by taking the golfing experience to another level. Paving the way last year, ice-cold Carlsberg Smooth Draught is again available on the green this year for that added FUN, living up to its tagline of “Now You Can POP A Draught Anywhere!”

Making his first appearance at this biggest and longest-running golf event was incoming Carlsberg Managing Director Ted Akiskalos. “This year, Carlsberg Golf Classic opens its doors for the first time at three golf clubs hosting open legs to non-members to engage more participation at Meru Valley Golf Club, Ipoh; Tropicana Golf and Country Resort, Petaling Jaya and Le Grandeur Palm Resort, Johor Bahru.” said Ted at the press conference while pledging to take up golf lessons to promote the sport.

Get ready and be a part of the much-touted Carlsberg Golf Classic’s “A” game as you enjoy Carlsberg and Carlsberg Smooth Draught served up throughout the tournament! FUN activities in store include the loudest POP! Challenge and the “Spin & Win” contest with a chance to win “Probably The Best Brewery Tour” at Shah Alam, apart from other activities with exciting novelty gifts up for grabs!

Participants will be excited to know that there will be four hole-in-one prizes, consisting of a Mercedes A 200 AMG, Mercedes E 200 Avantgarde, a Titoni Master Series Dual Time watch and an Ogawa Masterdrive Massage Chair at the national finals scheduled to be held in November.

Don't miss out on the special consumer promotion during the month of July, while stocks last! Buy two buckets of Carlsberg Smooth Draught and instantly be rewarded with a special edition Carlsberg Golf Cap FREE!

The official sponsors of Carlsberg Golf Classic 2019 are Mercedes Benz, Adidas, Titoni, TaylorMade, Mars Whisky, Healthland, Ogawa, Saujana Hotels & Resorts, Sunplay and Pargolf.

For full tournament schedule and updates, visit www.facebook.com/CarlsbergMY

For further enquiries, please contact:

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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

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2019 年 5 月 10 日

CARLSBERG 经典高尔夫球赛拉开战幕!

参与马来西亚堪称最佳高尔夫球赛，畅饮 Carlsberg 顺啤，欢享无穷乐趣及乐赢丰富奖品!

莎阿南 10 日讯 – Carlsberg 经典高尔夫球赛是国内首屈一指的业余高尔夫球赛，它于去年迎接 25 周年之际，亦迎来了另一个辉煌的一年，如今它卷土重来，带来了总值 260 万令吉的赞助，以创造更大辉煌。Carlsberg 经典高尔夫球赛将于 6 月 16 日至 9 月 14 日，在全国包括沙巴和砂拉越的 35 个高尔夫俱乐部，展开 37 场的初赛龙争虎斗。

Carlsberg 经典高尔夫球赛的水平，论乐趣、参与人数及奖品方面皆逐年提升，而赛会体验也不断优化，绝对配得起“堪称最佳高尔夫球赛”美誉。去年赛会首开先河，把畅饮冰爽 Carlsberg 顺啤乐趣引入球场，今年亦不例外，正如品牌名言，让人“随时随地 POP 开顺啤！”

刚走马上任的 Carlsberg 董事经理泰德·艾天赐也将首次亮相这项盛大而且历史悠久赛会。泰德在记者会上说：“今年的 Carlsberg 经典高尔夫球赛也破天荒首次让三家高尔夫球俱乐部，即怡保 Meru Valley 高尔夫俱乐部；八打灵再也 Tropicana 高尔夫及乡村俱乐部及新山 Le Grandeur 棕榈度假村，开放让非会员参加，令参赛人数增加。”他也表示会学打高尔夫球，以便可以推广这项运动。

被冠以“A”级比赛的 Carlsberg 经典高尔夫球赛即将开赛，而全程比赛也将供应 Carlsberg 与 Carlsberg 顺啤，因此，你可别掉队哦！现场的趣味游戏包括 POP!最高分贝挑战及“即转即赢”竞赛，可赢取一趟莎阿南“堪称最佳啤酒厂之旅”，不仅如此，还有其他多项游戏的奖品待赢取！

赛会也为总决赛预备了四份一杆进洞奖品，包括一辆 Mercedes A 200 AMG、一辆 Mercedes E 200 Avantgarde、一只 Titoni Master 双时区系列手表及一部 Ogawa Masterdrive 按摩椅，这势必让进入 11 月份全国总决赛的球手兴奋不已。

7 月份还有消费人特别促销，存货有限，大家敬请期待! 购买两桶 Carlsberg 顺啤，即刻免费送上特别版 Carlsberg 高尔夫 球帽!

2019 年 Carlsberg 经典高尔夫球赛的官方赞助为 Mercedes Benz、Adidas、Titoni、TaylorMade、Mars Whisky、Healthland、Ogawa、Saujana 酒店及度假村、Sunplay 及 Pargolf。

关于全程比赛的时间表和信息更新，请浏览 www.facebook.com/CarlsbergMY

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