

FOR IMMEDIATE RELEASE

Press Statement 26/2020

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Page 1 of 6

Get RM10 or 10% off Rides When You #CelebrateResponsibly

Carlsberg Malaysia encourages no drink-driving with increased awareness and discounted rides through more partnerships in its annual responsible drinking campaign

SHAH ALAM, 25 September 2020 – Had one glass too many? Carlsberg Malaysia urges consumers to be responsible drinkers and not get behind the wheel after even just one drink!

Stepping up on its annual #CelebrateResponsibly campaign this year, the brewer rolled out integrated awareness, education and engagement activities to curb drink driving, with more than 5,000 discounted rides from GrabCar and Riding Pink worth RM10 plus a 10% discount from SOCAR+, LaiLah and DriveSafe to change consumers' mindset and behaviour on drinking and driving.

From now until the end of November, simply use the promotional code CELEBRATERESPONSIBLY to enjoy RM10 or 10% off your ride home from more than 1,800 Carlsberg Malaysia's affiliated bars, bistros and restaurants nationwide. The code is activated between 7pm and 12am every day until 30 November and is valid only for rides from Carlsberg F&B outlets listed on www.carlsbergmalaysia.com.my while rides last.

Carlsberg Malaysia's Corporate Affairs Director Pearl Lai commented, "The spotlight on tragic drink-driving fatalities and the stricter laws tabled for driving under the influence are sober reminders of the consequences of irresponsible drinking. As a responsible brewer, we have zero tolerance towards drink driving. This irresponsible drinking behaviour is not only against the spirit of responsible consumption but is also an endangerment of public safety. Our message is simple – if you drink, don't drive!"

"We welcome the introduction of Road Transport (Amendment) Bill 2020 and pledge our support towards the Ministry of Transport in advocating no driving under the influence. With more activities, investments and partnerships backing our #CelebrateResponsibly campaign this year, we hope consumers will adopt responsible drinking habits simply by choosing to leave their car keys behind or in the hands of a sober driver, such as our new and current e-hailing and chauffeur partners. Consumers must not drink and drive regardless of one's blood alcohol content level," Lai added.

Running for 6th consecutive years, #CelebrateResponsibly is Carlsberg Malaysia's annual responsible drinking campaign in support of the Global Be(er) Responsibility Day (GBRD) in September – a worldwide initiative to promote the responsible consumption of beer – as part of the Carlsberg Group's global commitment towards ZERO Irresponsible Drinking under its Together Towards ZERO sustainability ambitions. To date, the campaign has reached more than 76,000 consumers since it began in 2015 with close to 1,800 free and subsidised e-hailing rides redeemed in 2019 alone.

Speaking on the partnership, Hee Jenn Wei, Head of Transport and GrabPay Marketing for Grab Malaysia, said, "At Grab, our mission is to create a safer journey every day for all Malaysians. In an effort to reduce road accidents caused by drunk driving, we are thrilled to be working with Carlsberg to eliminate these incidents and help passengers make the right choice to get home safely. Together with our driver-partners, as designated drivers, we help provide passengers with a safe and reliable way home after a night out."

Denise Tan, Founder of Riding Pink, commented, "We are proud of our long-standing partnership with Carlsberg Malaysia in this initiative to promote responsible drinking habits. With our recent expansion in Johor Bahru, we aim to empower more women to celebrate responsibly by providing a women-only ride-hailing service that values convenience, privacy and personal safety."

This year, the campaign welcomes three new partners – SOCAR, Lailah and DriveSafe, catering to drinkers within the Klang Valley with more market centres covered in the future.

For SOCAR, a 10% discount is applicable only on SOCAR+, a new service which expands on its core car-sharing app by adding the safety, convenience and service of a personal driver. SOCAR+ drivers can accommodate multiple stops, long waiting times and pick-ups for other passengers, which is especially ideal for a night out drinking as a group.

Leon Foong, Chief Executive Officer of SOCAR Malaysia, said, "Through this collaboration with Carlsberg Malaysia, we want to empower Malaysian road users to make the choice of being safe while enjoying a night out. With our new SOCAR+ on-demand personal driver service, SOCAR members can choose from a variety of car models for their chauffeur-driven night out and make unlimited stops for the whole group within a single booking without worrying about having to leave their cars behind."

Already out for a few drinks but hesitant to leave your car away from home? The same promotional code entitles users to 10% chauffeur-on-call bookings with Lailah and DriveSafe, which provide chauffeurs to drive drinkers home in their own cars. Bookings on Lailah can be done via its WhatsApp hotline numbers 013-496 2929 & 013-628 2929 with app bookings available soon, while bookings on DriveSafe can be done on its website DriveSafe.my or on its newly-launched app on Google Play.



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Datin Sri Kristine Anne Williams, Director of Public Relations, Communications & Marketing of Lailah Malaysia, enthused, “We are proud to team-up with Carlsberg Malaysia in this initiative to curb irresponsible drinking by providing on-demand personal driver services designed specifically to get you and your car safely home after a night out. Lailah’s drivers drive you home in your own car so you do not need to go through the trouble of retrieving it the next day. Our services are now fully insured with live tracking systems in place and all our drivers come dressed in Lailah’s corporate uniform and ID tags, ensuring our customers’ safety at all times.”

John So, co-founder of DriveSafe, added, “DriveSafe is a young company but with big plans for improved user experience and bigger service coverage. With experienced drivers and a user-friendly app, anyone will be able to celebrate responsibly and we thank Carlsberg Malaysia for having us in this campaign.”

For more information on the campaign and discounted ride bookings using the CELEBRATERESPONSIBLY promotional code, visit www.carlsbergmalaysia.com.my. #CelebrateResponsibly – don’t drink and drive!

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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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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#理性饮酒即享有 RM10 或 10% 乘车回扣

马来西亚 Carlsberg 集团与多方合作推广“酒后不开车，平安到永远醒觉运动”以提高醒觉，同时提供乘车回扣，鼓励消费者酒后不开车

莎阿南 25 日讯 – 只喝一杯也算多吗？马来西亚 Carlsberg 集团吁请消费者理性饮酒，即使只有一杯下肚，也应避免酒后开车！

为遏制酒后开车，酿酒厂今年为其常年“饮酒不开车，平安到永久（#CelebrateResponsibly）醒觉运动”加码，推出了集醒觉、教育与互动于一体的活动，并提供超过 5000 份价值 RM10 乘坐 GrabCar 和 Riding Pink 的车资，此外，SOCAR+、LaiLah 和 DriveSafe 也提供多达 10% 的回扣，以藉此改变消费者的思维，停止酒后驾驶的行为。

由即日起至 11 月 30 日，只需使用促销密码 CELEBRATERESPONSIBLY，即可享有 RM10 或 10% 乘车回扣，让你可从家里出发前往遍布全国超过 1,800 家的马来西亚 Carlsberg 集团关联酒吧、小馆、及餐厅。此密码由每日傍晚 7 时至午夜 12 时生效，促销至 11 月 30 日截止。乘车优惠仅限 www.carlsbergmalaysia.com.my 网站所列的 Carlsberg 餐饮场所，优惠赠完即止。

马来西亚 Carlsberg 集团企业事务总监赖焯竹说道：“惨痛的酒驾悲剧成了焦点，进而推动了更严峻酒驾法案的提呈，酒驾后果的确发人深思。作为一家负责任的酿酒厂，我们也无法容忍酒后开车。不负责任的酒驾行为不仅违背理性饮酒，也危害公众的安全。我们要表达的信息很明确，即饮酒就别开车！”

赖焯竹补充说：“我们欢迎制定 2020 年陆路交通（修正）法案，并全力支持交通部推动酒后不开车的运动。今年的‘酒后不开车，平安到永久（#CelebrateResponsibly）醒觉运动’将办更多活动，更大手笔的投入以及与多方合作，以达到消费者理性消费的觉醒，把车匙交给清醒的司机，包括我们的新旧电召车和代驾合作伙伴。无论血液酒精含量多少，酒客都不宜驾车。”

马来西亚 Carlsberg 集团已经连续 6 年举办“酒后不开车，平安到永久（#CelebrateResponsibly）醒觉运动”，以实际行动支持 9 月份全球理性饮酒醒觉运动的全球啤酒责任日（Global Be(er) Responsibility Day 简称 GBRD），同时响应 Carlsberg 集团旗下永续经营计划‘共同迈向零目标’，以达到零非理性饮酒的目标。自 2015 年至今，这项活动已经覆盖超过 76,000 人次，单在 2019 年，消费者一共兑换了约 1,800 份免费及津贴电召车优惠。

且听合作伙伴怎么说。马来西亚 Grab 的交通与 GrabPay 行销主管许振威说：“Grab 的使命是确保所有马来西亚人每天旅途安全。我们也很高兴能够与 Carlsberg 合作，致力于减少酒驾的意外事故，协助乘客平安抵家。我们与司机伙伴们都会协力确保夜归乘客安全到家。”

Riding Pink 创办人陈翠仪说：“我们很荣幸和马来西亚 Carlsberg 集团维持长期合作，共同促进理性饮酒醒觉。我们近期也扩展至新山，为当地女性提供便利、有隐私及安全的女性专乘电召服务，让她们安心理性消费啤酒。”

我们今年也引进了 3 个新伙伴，他们分别是 SOCAR、Lailah 和 DriveSafe，主要为巴生谷一带的酒客提供服务，未来他们将覆盖更广的市场。

关于 SOCAR，10%乘车回扣仅适用于 SOCAR+，这一项新服务扩大了它的汽车共享运用程式，增加了安全又方便的私人司机服务。SOCAR+ 的司机可以迁就多目的地的行程，长时间等候和接载其他乘客，是群体夜间外出喝酒的最佳选择。

马来西亚 SOCAR 首席执行官冯良星说：“通过与马来西亚 Carlsberg 的合作，我们让马来西亚的道路使用者在享受夜间外出之余，多了一个安全的选择。随着 SOCAR+ 推出按需私人司机服务，让 SOCAR 会员一次下单，即可选择多种车型代驾车夫，进行多个目的地行程，无需担心要撇下他们的车。”

外出喝了酒，又不想把车留在外头，你可以使用相同的促销密码，向 Lailah 和 DriveSafe 电召代驾服务，以便把自己送回家，同时，还可享有 10%回扣优惠。酒客可以通 Lailah 的 WhatsApp 热线号码 013-496 2929 及 013-628 2929 预订服务。至于 DriveSafe，则可通过其网站 DriveSafe.my 下订单或从 Google Play 下载其运用程式。

马来西亚 Lailah 的公关、传讯及行销总监 Datin Sri Kristine Anne Williams 说：“我们很荣幸与马来西亚 Carlsberg 集团携手合作推广理性饮酒醒觉，并提供按需私人司机服务，让夜归者能够连车带人一起安全返家。Lailah 的司机将驾驶你的车，把你送回家，让你次日无需再去把车弄回家。我们的服务亦配有实时追踪系统，而且所有司机皆身穿 Lailah 制服及佩戴身份卡，确保客户每时每刻都安全。”

DriveSafe 联合创始人苏伟胜补充说：“DriveSafe 虽是一家年轻公司，但不乏鸿图大计，以持续提升用户体验和增加服务覆盖面。经验丰富的司机，配上用户友善运用程式，让人人都可以安心外出喝酒。我们也感谢马来西亚 Carlsberg 让我们有机会参与这项运动。”

关于这项运动的详情及使用促销密码 CELEBRATERESPONSIBLY 预订乘车优惠，欢迎浏览 www.carlsbergmalaysia.com.my。理性饮酒#CelebrateResponsibly – 酒后不开车!

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