

Speech by Yong Tze Heng, SSM – KK, Carlsberg Malaysia
SAFER SCHOOLS DONATION HANDOVER
Federation of Chinese Associations Sabah
11:00am, Saturday 13 June 2020

1. A very good morning to:
 - a. Tan Sri Datuk Seri Panglima Dr. Goh Tian Chuan, President of the Federation of Chinese Associations of Malaysia (Hua Zong) and the Federation of Chinese Associations Sabah;
 - b. Datuk Yong Kyok Ming, Deputy President of the Federation of Chinese Associations Sabah;
 - c. Honoured vice presidents and central committee members of the Federation of Chinese Associations Sabah;
 - d. Headmasters and representatives of recipient schools;
 - e. Our friends from the media.
2. On behalf of Carlsberg Malaysia, thank you for being here today. It is my honour to share a few words together with our partners of the Safer School initiative – Hua Zong and the Federation of Chinese Associations Sabah (沙华堂).
3. Carlsberg Malaysia launched Safer Schools in early April to provide peace of mind to teachers, parents and students when schools reopen amid Covid-19. This is through our donation of 3,600 thermometers plus additional disinfection services for selected schools in high-risk areas, benefitting an estimated 1 million schoolchildren.
4. Today, we are marking the handover of thermometers to 80 Sabahan schools which will each receive at least two thermometers. From this number, 11 schools will also receive disinfection services when classes resume. Altogether, the contribution to Sabahan schools represents RM54,000 in value benefitting an estimated 43,000 students.
5. In these trying times, we believe this initiative is a timely and invaluable contribution in line with Carlsberg's purpose of Brewing for a Better Today & Tomorrow. We are doubly appreciative of the support of our consumers, customers and communities in Sabah and

are humbled to contribute towards our recovery as a society through this gesture.

6. The Safer Schools initiative is part of Carlsberg Malaysia's extraordinary measures during the Covid-19 pandemic for our customers, consumers, and communities, which we call "Safer Together".
7. In May, we announced a RM3.5 million fund to help 1,000 coffee shop owners. This fund will help pay for their utility bills such as electricity and water for 3 months, and we're also having a consumer promotion for Carlsberg Smooth Draught where we contribute 50 sen to coffeeshop owners for every sale of a big bottle. In Sabah, 37 coffee shops are supported for their utility bills while 71 are participating in the Carlsberg Smooth Draught promotion.
8. To help our bar, restaurant and bistro customers, Carlsberg also introduced Adopt a Keg which rewards consumers with a total of 20,000 free beers just by registering at AdoptAKeg.Carlsberg.Com.MY and scanning the bar code of Carlsberg cans or bottles. When bars reopen, consumers can claim their free beer at participating outlets throughout Malaysia and support their local bars with a special promotion of 100 glasses for only RM500 that they can enjoy with their friends over the next few months.
9. All these initiatives would not be possible without the loyalty from our customers and the support from our consumers. Having been in Malaysia as an established brewer for 50 years, we look forward to playing our role in our shared success and future together.
10. We thank you for your continued support. Let's work towards recovery and a better tomorrow together. Thank you!

马来西亚 Carlsberg 集团亚庇高级销售经理 杨子贤

“安全校园”捐赠仪式献词

2020 年 6 月 13 日（星期六），上午 11 时

地点：沙巴中华大会堂（沙华堂）

1. 马来西亚中华大会堂总会总会长暨沙巴中华大会堂总会长，丹斯里拿督斯里邦里玛吴添泉局绅博士；
沙巴中华大会堂署理会长，拿督杨菊明；
沙巴中华大会堂的各位副会长、中央委员会委员；
各位受益学校的校长和代表；
各位媒体朋友、各位来宾，
大家早上好！
2. 我代表马来西亚 Carlsberg 集团感谢大家抽空出席今天的仪式。我很荣幸能够和我们的合作伙伴，华总和沙华堂，分享更多关于“安全校园”倡议。
3. 随着新冠肺炎疫情蔓延，马来西亚 Carlsberg 集团想要为老师、父母，和学生吹散忧愁，在学校复课时，打造安全、安心的学习环境。因此，我们在 4 月启动了“安全校园”倡议，向全国各地的学校捐赠 3600 支手持电子温度计，同时为高风险地区的学校提供消毒服务，让将近 100 万名学生受益。
4. 今天，我们移交温度计给 80 所沙巴学校，每所学校将获得至少 2 支温度计，而其中 11 所学校将获得消毒服务。“安全校园”倡议为沙巴学校捐赠总值 54,000 令吉的温度计和消毒服务，共有 43,000 名学生受益。
5. 在这非常时期，我们相信这是一项及时、宝贵的倡议，不仅为受益学校打造安全的学习环境，更体现了 Carlsberg 集团致力“酿造美好今天和明天”的原则。我们非常感谢沙巴的消费者、

顾客和社会人士所给予的支持，我们希望这项倡议能为社会复苏献上一分力。

6. 马来西亚 Carlsberg 集团在疫情期间，通过“同心安全”计划，实施了几项非常措施，协助消费者、顾客和社会人士渡过难关，而“安全校园”是其中之一。
7. 在刚刚过去的 5 月份，我们资援 350 万令吉，协助全国一千家茶餐室业者复苏，为业者提供长达 3 个月的水电费补贴，减轻他们的固定运营成本负担，而茶餐室业者每售出的大瓶装 Carlsberg 顺啤，我们将补上额外 50 仙，帮助他们提高利润。这项倡议在沙巴也帮助了 37 家茶餐室业者。
8. 为了协助酒吧及餐厅业者复苏，马来西亚 Carlsberg 集团也推出了“专属酒桶”，奖励消费者 2 万杯免费生啤，只需登入 adoptakeg.carlsberg.com.my 扫描 Carlsberg 罐装或瓶装上的条形码，就可在全国指定酒吧换取免费生啤。配合这项倡议，我们也推出特别优惠，只需 500 令吉，就能享用 100 杯生啤，让你和好兄弟、好姐妹重新见面时，能够再次干杯，也能帮助本地酒吧强势回归。
9. 这些倡议所取得的成果，当然少不了消费者的支持，还有顾客的忠诚。Carlsberg 在马来西亚已经有 50 年的历史，我们期待能在未来，继续和大家共创、共赢、共享！
10. 我们感谢您一直以来所给予的支持。让我们一起共同努力，恢复熟悉的生活节奏，迎来更美好的明天！谢谢！