

CARLSBERG MALAYSIA GROUP'S 2009 ANNUAL REPORT RECEIVES PRESTIGIOUS NACRA'S MERIT AWARD

Carlsberg Brewery Malaysia Berhad Group's 2009 Annual Report was awarded a Certificate of Merit by the National Annual Corporate Report Awards (NACRA) Committee in January 2011. The prestigious award is in recognition of CBMB Group achieving NACRA's benchmark for excellence in corporate reporting, greater corporate accountability and more effective communication through the publication of informative, factual, timely and reader friendly annual reports.

This is the first time Carlsberg Malaysia's annual report was shortlisted for an award by NACRA. NACRA is jointly organized by Bursa Malaysia (Malaysian Stock Exchange), the Malaysian Institute of Accountants (MIA) and the Malaysian Institute of Certified Public Accountants (MICPA). It is also the first recognition NACRA has given to a Malaysian brewer. There were only 12 recipients of Certificates of Merit from the hundreds of public listed companies listed on Bursa Malaysia. Amongst the notable 12 recipients of the Certificates of Merit were Malayan Banking Berhad (Maybank), CIMB Group Holdings Berhad, Tenaga Nasional Berhad (TNB), Proton Holdings Berhad, Media Prima Berhad, IOI Corporation Berhad and IJM Corporation Berhad,

At the award presentation ceremony, Ms Loh Lay Choon, NACRA Organising Committee Alternate Chairman said in her welcome speech that "annual reports that provide reliable, adequate and relevant information which strongly reflect an organisation's commitment to efficiently serve the needs of its stakeholders are crucial in ensuring a strong and competitive capital market. In this regard, NACRA recognizes Malaysian companies that have taken that initiative to produce exemplary corporate reports, both in content, appearance and design. Such companies deserve to be honoured."

Soren Ravn, Managing Director of Carlsberg Malaysia commented when informed of the award "I am delighted and proud that Carlsberg Malaysia had been the first company in the Malaysian brewing industry to be awarded this honour and recognition and am sure this will set the future benchmark for the brewing industry annual reports. I wish to congratulate and extend my appreciation to the 2009 Annual Report Committee for their efforts as they had clearly demonstrated all the "Carlsberg Malaysia's Group Winning Behavior values". He also added that



Carlsberg Malaysia adopts and complies with not only local but also global best practices in stakeholders communication and engagement which are in line with the Corporate Responsibility principles established by our Carlsberg Head Office in Copenhagen, Denmark.”

About Carlsberg Malaysia’s 2009 Annual Report

Themed as ‘A New Horizon’, the 2009 annual report highlighted the transformation journey of Carlsberg Malaysia with its strategies of building a stronger and more sustainable Group and the execution via its successful acquisition of Carlsberg Singapore; growth of premium portfolio brands such as Hoegaarden, Budweiser, Franziskaner. Erdinger etc with the integration of subsidiary Luen Heng F&B Sdn Bhd and key initiatives under the group’s “Must Win Battles”.

The annual report is made available in both printed copy and CD-Rom format. The publication is also uploaded in the Investor section of the Carlsberg Malaysia’s corporate website for the public to access.

The 2009 Annual Report Committee comprised of Dato’ Chin Voon Loong, Ms Pearl Lai Ming Choo, Mr Lew Yoong Fah, Mr Chan Chan Cheong, Mr Andy Saw, Ms Kwek Kian Lee, Encik Zainuddin Awang, Mr Mulkit Singh, Ms. Juliet Yap, Ms. Mona Quek and Ms Teh Chui Hoon.



Caption for photo below showing the 2009 Annual Report Committee: from left CFO Mr. Lew Yoong Fah, Mr. Andy Saw, Ms. Teoh Chui Hoon, Ms. Juliet Yap, En. Zainuddin Awang, Mr Mulkit Singh, Ms. Pearl Lai and front row sitting from left MD Soren Ravn and Deputy MD Dato’ Chin Voon Loong posing with NARCA’s Certificate of Merit and the Carlsberg Malaysia’s 2009 Annual Report.

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