

CARLSBERG CELEBRATES THE FESTIVAL OF ABUNDANCE WITH LIMITED-EDITION HARVEST CANS

Following the merriment of CNY limited-edition packaging, Carlsberg launches second series of its 'CELEBRATE' theme with first-of-its-kind festive cans in conjunction with Gawai and Kaamatan festivals.

Shah Alam, 2 April 2021 – A deeply rooted tradition observed in Sabah and Sarawak is the annual thanksgiving Harvest festival marking the bountiful abundance of rice harvesting. To commemorate the festivities, Carlsberg launches first-of-its-kind Harvest packaging that accentuates tribal elements and icons of paddy on Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans.

Celebrated throughout Sabah as Kaamatan and Gawai in Sarawak, the harvest festivals are a massive cultural celebration with families, friends and tribe members over delectable meals, traditional dance, and music pre-COVID. As we approach the second year of Harvest amid the pandemic, Carlsberg wishes to uplift spirits with its Harvest campaign and to rekindle relationships in a modest manner with beer lovers.

“Carlsberg’s Harvest campaign is a continuation of our CELEBRATE series following the resounding success of this year’s Chinese New Year (CNY) “Celebrate Prosperity” limited-edition packaging. Being mindful of the current sentiment, Carlsberg contributed to societies in need through our ‘Cheers For Tomorrow’ CNY food aid campaign which benefitted up to 815 Sabahans and Sarawakians. Last year, through our Safer Schools initiative, Carlsberg Malaysia disinfected 80 schools in Sabah and 186 schools in Sarawak, and provided handheld thermometers to give teachers, parents, and students a peace of mind as schoolchildren resumed classes. As we approach another celebratory occasion for East Malaysians, we hope to enlighten the festive spirit through our Harvest campaign and we wish all Sabahans and Sarawakians a happy and safe celebration.” said Stefano Clini, Managing Director of Carlsberg Malaysia.

Starting 1st April until 31st May, Carlsberg’s Harvest campaign offers attractive promotions and exclusive premiums such as jerseys in three collectible designs, inverted umbrellas available in three colours; and attractive gadgets such as tablets and watches too!

What better way to elevate mouth-watering dishes to celebrate Harvest than pairing your meals with Carlsberg? Running from April to May at participating food courts and coffee shops, collect 18 bottle caps to redeem a Harvest-exclusive Carlsberg jersey or 36 bottle caps to redeem a Harvest-exclusive Carlsberg inverted umbrella. Applicable to big bottles of Carlsberg Danish Pilsner (640ml) or Carlsberg Smooth Draught (580ml) purchases, the jerseys and umbrellas are available in green, white and grey.

Gear up with a Samsung Galaxy Watch 3 worth RM1,799 to boot which you can stand to win when enjoying RM90 worth of Carlsberg beers at participating bars and restaurants in a single receipt. Upgrade your gadget and stand a chance to win a Samsung Galaxy Tab S7 given out weekly that is worth RM3,299 when you purchase RM30 worth of Carlsberg beers at participating supermarkets, hypermarkets, and convenient stores. These promotions will run from April to May, or while stocks last.

Beer lovers in West Malaysia too can grab these sophisticated Harvest-themed Carlsberg cans in April, available exclusively only on Shopee and Lazada. Purchase 1 carton of Carlsberg Danish Pilsner or Carlsberg Smooth Draught cans and stand to win the Grand Prize of an Apple iPad (7th Generation) or First Prize of RM100 Touch 'n Go e-Wallet credits.

Make celebrations warmer and better this Harvest with these exclusive Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans exclusive this Harvest season only. Visit www.probablythebest.com.my to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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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

Carlsberg 以丰收节限量版罐装欢庆丰裕的节日

随着农历新年限量版包装所带来的欢乐，Carlsberg 亮相 CELEBRATE 主题第二系列，首次推出配合丰收节的罐装

（莎亚南 1 日讯）- 每年在沙巴及砂拉越庆祝的丰收节，是当地人感恩稻米收成丰富，根深蒂固的传统节日。配合此佳节，Carlsberg 首次推出丰收节包装，在 Carlsberg Danish Pilsner 及 Carlsberg 顺啤（Smooth Draught）罐装上增添民俗元素及稻田图案。

丰收节在沙巴称为 Kaamatan，而砂拉越则称为 Gawai 或达雅节，该节日在新冠疫情之前是个热闹的文化庆典，有亲朋好友、族群成员共享美味佳肴，还有传统舞蹈和音乐。疫情下的丰收节，Carlsberg 希望通过丰收节促销活动振奋人心，低调地与啤酒爱好者重温友情。

马来西亚 Carlsberg 集团董事经理葛利尼表示：“随着今年‘红红火火，齐饮齐胜’农历新年限量版包装反应良好，Carlsberg 展开丰收节促销活动以延续 CELEBRATE 系列。考虑到当前情况，Carlsberg 通过‘红红火火，齐饮齐胜，送福献爱’粮食援助金向社会有需要人士伸出援手，惠及了 815 名沙巴及砂拉越子民。去年，马来西亚 Carlsberg 集团发起‘安全校园’计划，为沙巴 80 所及砂拉越 186 所学校进行了消毒，也提供了手持温度计，为老师、父母及学生带来一份安心。东马人将再度迎接节庆，我们希望借此丰收节促销活动添加佳节气氛，也祝贺所有沙巴及砂拉越的朋友有个愉快安全的佳节。”

从 4 月 1 日至 5 月 31 日，Carlsberg 丰收节促销活动准备了特别优惠及独家产品送给您，包括 3 款设计的 T 恤、3 种颜色的反向伞；还有诱人的电子产品，包括平板电脑及智能手表！

欢庆丰收节享用美食时搭配 Carlsberg，让令人垂涎三尺的佳肴更津津有味。从 4 月至 5 月，在有参与促销的美食中心及咖啡店，收集 18 个瓶盖以兑换 Carlsberg 丰收节独家 T 恤，或收集 36 个瓶盖以兑换 Carlsberg 丰收节独家反向伞。只限大瓶装 Carlsberg Danish Pilsner（640 毫升）或 Carlsberg 顺啤（580 毫升）的瓶盖，而 T 恤及反向伞的颜色包括绿色、白色、灰色。

在有参与促销的酒吧及餐厅，凭单张收据购买总值 90 令吉的 Carlsberg 啤酒，并有机会赢取一款价值 1799 令吉的 Samsung Galaxy Watch 3 智能手表。在有参与促销的超级市场、霸级市场及便利店购买总值 30 令吉的 Carlsberg 啤酒，并有机会赢取每星期送出价值 3299 令吉的 Samsung Galaxy Tab S7 平板电脑一台。上述促销将从 4 月起进行并于 5 月结束，或送完即止。

西马啤酒爱好者可于 4 月抢购以丰收节为主题的精美 Carlsberg 罐装，仅在网购平台 Shopee 及 Lazada 独家出售。购买一箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤罐装，并有机会赢取大奖 Apple iPad（第 7 代）一台，或首奖 Touch 'n Go e-Wallet 100 令吉电子现金。在家或餐厅用餐时搭配美味的 Carlsberg 或 Carlsberg 顺啤，让每餐更完美。

以 Carlsberg Danish Pilsner 及 Carlsberg 顺啤丰收节独家罐装，让丰收佳节更温馨、更美好。浏览 www.probablythebest.com.my 发掘更多店内促销。记得在脸书及 IG 按赞并跟随 @CarlsbergMY 以获知 Carlsberg 最新活动及好康。

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