

PRE-RELEASE

REGIONAL STRATEGY PAYS OFF TO SUPPORT STRONG GROWTH IN REVENUE AND EARNINGS

SHAH ALAM, August 18th, 2010 – Carlsberg Malaysia announced a 2nd quarter 2010 group profit before tax of RM40.6 million for the 3 months ended 30th June 2010. Group Revenue for the same quarter was RM334.2 million or 56.8 per cent higher than the quarter in the previous year. The growth in revenue was mainly due to higher export sales, the World Cup season and better performance in hypermarket and supermarket in both the Malaysian and Singapore markets.

Earnings per share for the quarter grew to 10.08 sen versus 4.21 sen a year ago.

On a year to date basis, the Group's profit before tax of RM89.8 million rose by 93.1 per cent with revenue rising to RM712.6 million or up by 41.7 per cent for the half year to 30th June 2010. Earnings per share for the half year more than doubled to 22.5 sen per share compared to 11.2 sen per share a year ago.

The Company announced an interim dividend of 5.0 sen per ordinary share of 50 sen each and an interim special dividend of 2.5 sen per ordinary share of 50 sen each for the half year ended 30th June 2010.

“We are very pleased with our half year Group performance and in particular the RM28.7 million profit before tax contribution from Carlsberg Singapore. The Group benefitted from our successful 2010 Chinese New Year festive campaign and the equally successful execution of the World Cup campaign where significant increases in sales were recorded in both Malaysia and Singapore. Our synergies arising from the acquisition of Carlsberg Singapore are being delivered. We continued to outperform in the super premium segment through our subsidiary Luen Heng F & B Sdn Bhd. Our associate company, Lion Brewery (Ceylon) PLC has also outperformed and contributed to the Group's earnings. Our flagship Carlsberg brand remains the No 1 beer brand in Malaysia whilst we continue to focus on driving for profitable growth in the domestic market” commented Mr Soren Ravn, Managing Director.

He further commented “We expect the domestic beer market to grow moderately in 2010 as the Malaysian economic climate improves. With good performance in both Malaysia and Singapore we expect to continue on a positive track in terms of revenue and earnings growth for the rest of the year.”

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