

FOR IMMEDIATE RELEASE

**PRESS
RELEASE**

CARLSBERG BREWERY MALAYSIA BERHAD (CARLSBERG MALAYSIA) DELIVERS STRONG GROWTH IN 3RD QUARTER 2011

**22% GROWTH IN REVENUE AND
43% GROWTH IN EARNINGS IN THIRD QUARTER 2011**

SHAH ALAM, November 15th, 2011 – Carlsberg Malaysia announced a 3rd quarter 2011 Group Profit after tax of RM48.9 million, for the 3 months ended 30th September 2011, an improvement of 43.3 percent over the corresponding quarter in the previous year.

Revenue of RM401.6 million for the same quarter was 21.9 percent higher than the quarter in the previous year, while earnings per share for the quarter grew to 15.98 sen versus 11.15 sen a year ago.

For the 9 months to 30th September 2011, the Group's Profit after tax of RM129.6 million rose by 25.4 percent, with revenue increasing to RM1,154.4 million (up by 10.8 percent). Earnings per share for the 9 months was 42.13 sen per share compared to 33.61 sen per share a year ago, an increase of 25 percent.

Soren Ravn, Managing Director commented: "We are pleased with our 3rd quarter Group performance which continues to reflect on the successful outcome of our 2011 global Carlsberg brand packaging change and consumer promotions under the new tag line, "That Calls for a Carlsberg". To further drive profitable sustainable growth, we have increased focus in the channels with higher growth potential and support our efforts with the right brand mix in each channel. This together with the earlier initiatives taken by Supply Chain on productivity improvements as well as cost efficiencies in Sales and Marketing has given rise to an increase in margins during the quarter under review. Furthermore, our fully owned subsidiary, Carlsberg Singapore, as well as associate company, Lion Brewery Ceylon PLC, continues to deliver similar impressive results with double digit growth in Revenue and Earnings this quarter and full year".



He added that “this year we continue to gain market share in the Malaysian premium beer segment through our subsidiary Luen Heng F & B Sdn Bhd and their impressive super premium beer range, including the number one imported beer in Malaysia, Hoegaarden, as well as fast growing Asahi, Erdinger and Budweiser. Furthermore, our newly launched Carlsberg Group owned brands Kronenbourg 1664 and Kronenbourg Blanc are showing great potential in the super premium segment. Our leading super premium beer portfolio creates strong synergies with our power brand, Carlsberg, which continues to be consumers’ most preferred and the number one beer in Malaysia according to recent consumer research done by Millward Brown, latest Nielsen Retail Audit figures and our own analysis of the industry sales figures and stock movements for 2011 year-to-date”.

On the outlook for the rest of the year, Carlsberg Malaysia expects to continue to benefit from the investment in Carlsberg’s new global brand campaign, “That Calls for a Carlsberg”, which is now aligned in over 140 countries around the world as well as exciting Christmas and Chinese New Year campaigns starting by the end of the year.

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About Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia Group):

The Carlsberg Malaysia Group now has a wide portfolio including 7 out of the worlds international beer brands which are:

- Carlsberg the No 1 beer brand in Malaysia
- Top international premium beer brands include Kronenbourg, Asahi Dry, Corona, Budweiser, Stella Artois, Becks, Fosters, Tuborg as well as Skol in economy segment
- Speciality brands include Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale
- Danish Royal Stout and Connors Stout, Jolly Shandy

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