

FOR IMMEDIATE RELEASE

**PRESS
RELEASE**

POSITIVE 1st HALF YEAR PERFORMANCE 2012

Registering Double Digit Growth in Revenue and Earnings

SHAH ALAM, August 28th, 2012 – Carlsberg Malaysia announced the Group’s half year profit after tax of RM91.2 million, for the period ended 30th June 2012, a growth of 13.1 percent compared to the same period a year ago with revenue of RM837.4 million, an increase of 11.3 percent. Earnings per share for the half year increased to 29.47 sen, compared to 26.15 sen a year ago.

In view of the positive first half year performance, the company announced a single tier interim dividend of 5 sen per ordinary share of 50 sen each for the half year ended 30th June 2012.

Soren Ravn, Managing Director commented “We are pleased with our half year 2012 Group performance, with profit after tax increasing by 13.1 per cent.”

While the early part of the half year period was positively impacted by earnings from a successful 2012 Chinese New Year campaign, the Group’s earnings were further boosted by an impactful UEFA EURO 2012 consumer campaign. Being the official global sponsor of the European Football Championships, Carlsberg ran a fully integrated and wide reaching campaign that included taking 100 passionate Malaysian football fans on a once-in-a-lifetime football experience to watch the EURO 2012 Semi-Finals live in Ukraine. On the ground, we saw positive results from exciting promotional engagement programmes across all sales channels, which also included 21 large live viewing parties and 380 outlet based viewing parties across the country.”

Our flagship Carlsberg brand remains Malaysia’s most preferred beer based on consumer research by Millward Brown. In addition, the Group was able to sustain its growth in the premium beer segment with new momentum achieved by Asahi Super Dry and continued strong sales from Kronenbourg 1664, plus other premium beer brands through its subsidiary Luen Heng F & B Sdn. Bhd.



Ravn added, “We are expecting to continue to outperform in the premium segment throughout the coming months, with growth driven mainly by Asahi Super Dry, Kronenbourg 1664 Lager and Kronenbourg 1664 Blanc. We are also expecting to see new market share being captured with our latest premium offering, Somersby Apple Cider, a fully imported premium cider, which was recently launched in July.”

“With our superior brand portfolio, channel mix as well as focused in-market execution, we aim to continue providing positive returns to our shareholders in the second half of 2012.”

In the first half of 2012, Carlsberg Malaysia has marked another milestone in its community engagement programme. With the encouraging support and generous contribution from members of the public, more than RM5.3 million school-building funds were accumulated through its education charity fund-raising platforms in Peninsular and East Malaysia; and RM680,000 interest-free study loans were granted for 30 students.

The brewer’s long-term commitment and belief in sharing with community unconditionally was recognized by a prestigious corporate award, making Carlsberg Malaysia the only brewery that won an award in the CSR Category at the Edge Billion Ringgit Club (BRC) award this year.

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

The Carlsberg Malaysia Group has a portfolio of leading international beer brands:

- Carlsberg, the country’s most preferred beer brand
- Leading international portfolio includes Asahi Super Dry, Kronenbourg 1664 and Kronenbourg 1664 Blanc, Somersby Apply Cider, Budweiser, Corona, Stella Artois, Becks, and Fosters
- Other top brands include Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale, Grimbergen, Danish Royal Stout, Connor’s Stout, SKOL and Jolly Shandy

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2012上半年表现积极 营业额和净利取得双位数成长

（沙亚南2012年8月28日讯）马来西亚Carlsberg集团宣布其集团2012年截至6月30日的首半年的税後利润为9千1百20万令吉，较去年同期增长13.1巴仙。该集团的第二季营业额为8亿3千7百40万令吉，比去年同期增长11.3巴仙。2012年首半年每股盈利增涨至29.47仙，相较去年同期为26.15仙。

基于其首半年的成长积极，马来西亚Carlsberg集团宣布截至2012年6月30日止，派发普通股50仙每股期中股息5仙。

董事经理王守仁说：“我们为集团2012年首六个月税後利润增长13.1巴仙的表现感到满意。

“2012年农历新年的造势活动为首半年前期的营业额奠定了成长的稳健基础，接下来的欧洲杯造势活动进一步大大地作出贡献。作为欧洲足球赛事的全球赞助者，马来西亚Carlsberg集团全力策划并赞助100名热情的马来西亚球迷到乌克兰观赏2012年欧洲杯半决赛，成为他们毕生难忘的经验。除此之外，我们也为马来西亚广大球迷举办21场大型的球赛观赏派对，以及通过380间时尚酒吧在马来西亚各地举办小型的球赛观赏派对。”

马来西亚Carlsberg集团表示该集团的旗舰啤酒品牌——皇帽啤酒依然是明略行（Millward Brown）消费调查中最受马来西亚消费者欢迎的啤酒品牌。除此之外，该集团也成功维持其高级啤酒品牌的高销售量包括朝日超爽（Asahi Super Dry）、Kronenbourg 1664 和其子公司联兴食品有限公司的特级啤酒品牌系列。

王守仁进一步表示：“我们预见我们的高级啤酒品牌的销售量在未来数月将持续积极成长，其中主要品牌如朝日超爽（Asahi Super Dry）、Kronenbourg 1664 和 Kronenbourg 1664 Blanc。同时我们也预期看见在7月推出的Somersby进口优质苹果酒在未来的市场占一席位。

“凭着我们卓越的品牌组合、销售管道策略及集中式的市场执行，我们的目标是在2012年下半年继续为我们的股东提供积极的回报。”

在2012年上半年，马来西亚Carlsberg集团再次在社区参与计划创下下一个里程碑。在公众的慷慨捐助下，该集团通过全马各地的教育慈善筹款义演平台筹获马币5百30万教育发展基金。与此同时，共有30大专生获得马币68万的免息贷学金。今年，马来西亚Carlsberg集团“无条件与社会共享”的长期信念与坚持为该集团赢得著名的企业奖项，既the Edge Billion Ringgit Club (BRC)的企业社会责任奖。