

## Share the Excitement

Every sport commands a strong following. Excitement and passion abound as you cheer for your favourite team. We would like to be part of that as well. That's why we bring world-class events directly to you. This is our way of connecting you to "Part of the Game".





# 2004 Overview

## SHARE THE INNOVATION

- Like no other range of brands

**SKOL - the universal language for Cheers! for the world's third largest beer brand**

We are sure that Malaysians will recognise SKOL as a fine quality beer. Our beer drinkers will soon be saying 'SKOL' as the language for all 'Cheers'. What's more, Malaysian consumers will enjoy this quality product that will add further cheer to their lives.

In September 2004, Carlsberg Malaysia launched its new beer, SKOL. SKOL is known for its clear and bright colour with a smooth and refreshing taste. It is brewed with the finest selection of hops, barley malt and quality grains to produce a uniquely satisfying beer.

Originally brewed in 1959 in Europe, SKOL is now available in more than 20 countries around the world. Today, SKOL is the world's third largest selling beer brand, enjoyed by millions. Carlsberg Malaysia is confident that SKOL will be another successful everyday beer to the discerning Malaysian consumers.



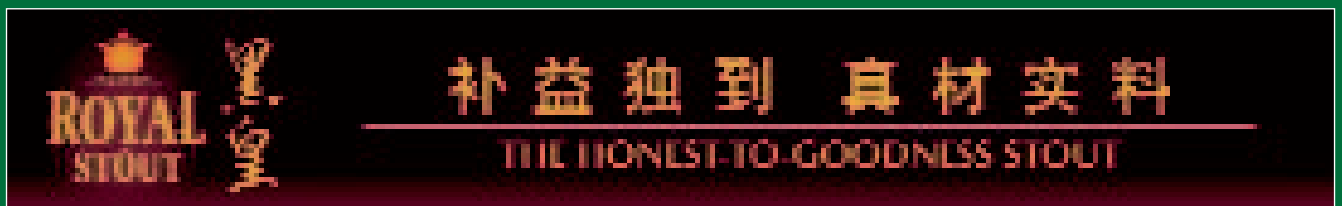


### Danish Royal Stout - new trendy look for the country's fastest growing stout

In line with the Group's continuous pursuit of excellence whilst maintaining a perfect quality brew in our stout, we have revitalized the packaging design of Danish Royal Stout.

In May 2004, Carlsberg Malaysia unveiled the new Danish Royal Stout bottle shape and can design that is modern and trendy with a stylish label and crown.

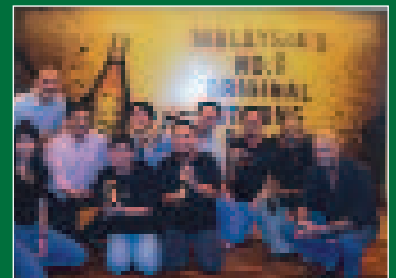
Danish Royal Stout in bottles was launched in Malaysia in 1992 with a share of about 1 to 2 percent of the stout market. Since then, it has been registering a steady growth, successfully capturing almost one-fifth of the stout market.



### Special Brew - new distinctive gold design for Malaysia's No. 1 original strong beer

We have enhanced the brand's look, whilst at the same time preserved its strong original taste.

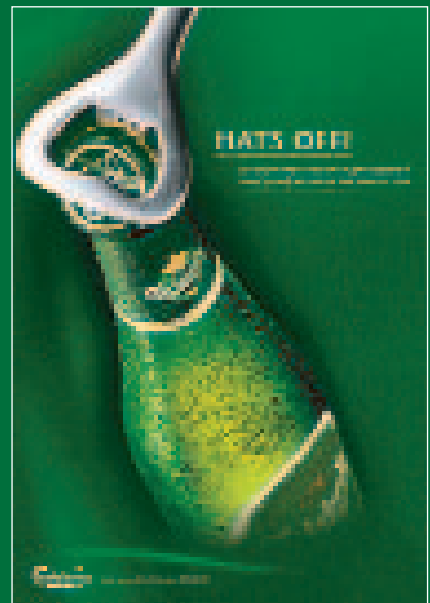
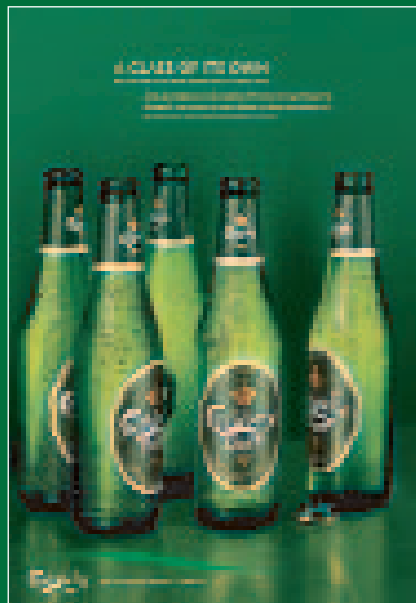
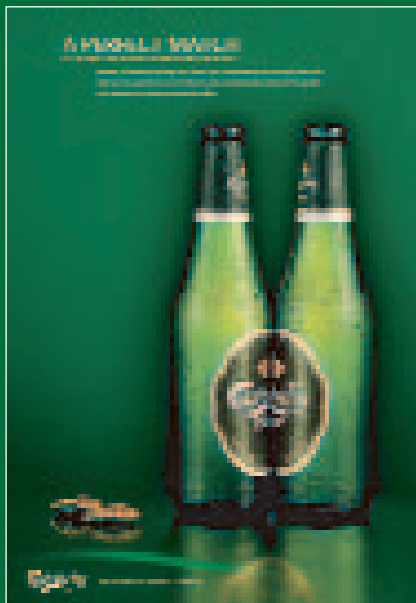
Having been in the market since 1974, Special Brew is recognised as the country's undisputed No. 1 original strong beer. On 24 September 2004, Carlsberg Malaysia presented a premium, all-gold packaging design that is classy and distinctive.



# Carlsberg

# SHARE THE ASPIRATION

- Striving for perfection



## Carlsberg Green Label Thematic Campaigns - a class of its own

Carlsberg Green Label new thematic campaigns launched in August 2004 reinforces the brand's status as the truly No.1 undisputed market leader in Malaysia.

First brewed in 1847, J.C. Jacobsen gave the world a taste of perfection - a perfectly brewed beer of high quality. In 1883, the Carlsberg Laboratory in Copenhagen cultivated a new strain of pure yeast which heralded the golden age of beer brewing. This new strain enabled the production of beer that yields the same consistent high quality and taste. This consistency in quality has since become the hallmark of Carlsberg breweries around the world. It is available in around 150 countries worldwide where consumers enjoy its refreshing and consistently excellent taste. This has contributed towards the achievement of the accolade of "fastest growing international beer brand in the world", for the second consecutive year based on independent research study.





## SHARE THE QUALITY

- Continually raising our standards

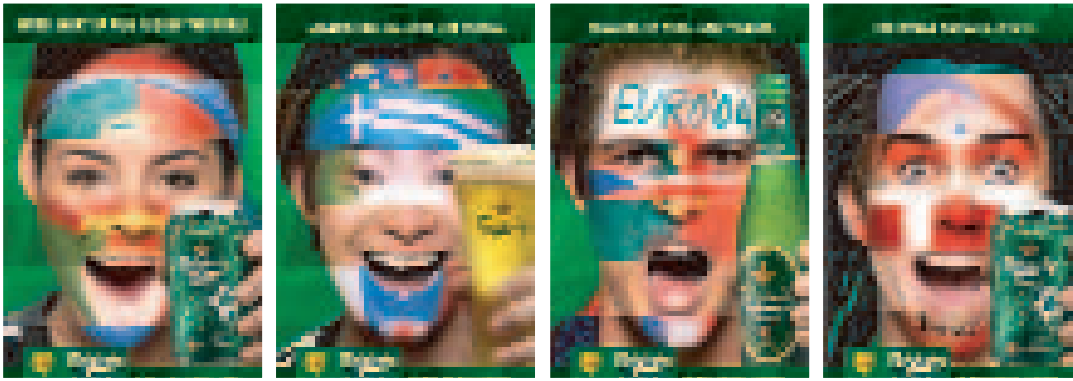
### Triple quality certification - testimony of our stringent standards

The brewery has consistently operated in accordance with the highest standards set by the Carlsberg Quality Group in Denmark for the production and packaging of all Carlsberg products in Malaysia. After a year-long assessment in 2004, the Carlsberg's headquarters in Denmark certified the Group's Carlsberg Green Label in bottles and cans as amongst the best of more than 70 breweries in the world.

Further, in December 2004, the brewery's quality management system was approved by Lloyd's Register Quality Assurance Limited and certified as having met the ISO 9001:2000 standards. At the same time, the brewery was also certified as having the requirements for a HACCP-based ("Hazard Analysis Critical Control Point") Food Safety System.

ISO 9001:2000 is a Quality Management System designed to fulfill customers' satisfaction by defining and meeting stringent requirements during the brewing and packaging processes. The HACCP-based Food Safety System is a set of principles to ensure the safe production of food/beverage and ensures commitment to continuously improve a Company's food/beverage safety performance.





# SHARE THE EXCITEMENT

- Being part of the thrilling world of sports

## Euro 2004 - the 'Official Beer' since Euro 88

Carlsberg Malaysia was one of the sponsors for Euro 2004, the world's biggest football event of the year. The competition showcased 16 teams from Europe competing for the honours at Portugal, attracting millions of viewers around the globe.

Carlsberg Malaysia successfully executed an integrated national campaign involving a series of exciting contests, innovative limited edition bottles and can packaging and merchandise as well as attractive consumer promotions and trade incentive programs. One of the contests presented a chance of a lifetime to the grand prize winner to personally give away the Man-of-the-Match Award to Michael Ballack, Germany, in one of the matches in Euro 2004.





### Carlsberg Malaysian Open and Carlsberg Golf Classic

Golf has been an integral part of Carlsberg's involvement in sports, having made giant strides in golf sponsorships in the country. The prestige, the tradition and the excitement of the Royal and Ancient game perfectly fit the Carlsberg image.

It all started in 1986 with the inception of the Carlsberg Trophy - an inter club golf game among the armed forces golf clubs in the country.

#### Carlsberg Golf Classic

Seven years later, in response to the growing demand, Carlsberg introduced the Carlsberg Golf Classic in 1993, making it the first brewery to own and run a golf circuit for amateur golfers in the country. Already in its second decade, the Golf Classic remains a much-anticipated event for club golfers, with an average of 5000 participants yearly at over 40 golf clubs nationwide.

In December 2004, Chia Kim Seng made it two wins in a row for Singapore with his success in the Carlsberg Golf Classic National Final.

Various charities have benefited from the charitable efforts organised through the Classic. Since its introduction in 2000, a total of RM405,000 has been raised and channeled to deserving charities.

#### Carlsberg Malaysian Open

Carlsberg's entry into professional golf sponsorships in 1999 was memorable with the 1999 World Cup won by Tiger Woods amongst a field of world class players and the Women's World Cup of Golf a year later, which included superstar Annika Sorenstam. After two years as the presenting sponsor, Carlsberg became the title sponsor for the 40th edition of the Malaysian Open.

The 42nd edition of the Carlsberg Malaysian Open in February 2004, jointly sanctioned by the Asian and European Tours, offered a US\$1.21 million prize money. It attracted top European players like Pádraig Harrington, Paul McGinley, Miguel Angel Jimenez and also Asian star players like Zhang Lian-wei, Jyothi Randhawa and Thongchai Jaidee. Thongchai Jaidee emerged as the winner, becoming the first Thai to win the 2004 Carlsberg Malaysian Open and also a golf tournament in the European PGA Tour. The tournament was telecast in over 50 countries.

### Cobra 10s - long-serving commitment since 1985

Carlsberg Malaysia, which has a long association with Cobra, sponsored the Cobra Invitational Rugby 10s tournament held in September 2004. Sixteen teams including three local teams participated where Marist St. Joseph from Samoa emerged as the champion.





# SHARE THE JOY

- Understanding consumers needs and creating opportunities



## Carlsberg Get2gether Parties - getting people together to have a great time

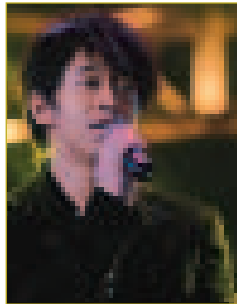
The Carlsberg Get2gether parties debuted at uber hip clubs in November and December 2004, with international deejays and musicians, attended by crowds of people having a fabulous time. The thrust of the parties was good friends, great music and plenty of Carlsberg beer, bringing to life Carlsberg's theme of "Join a World of Friends" in an atmosphere that was relaxed, fun and conducive for drinkers to connect with each other.



**Carlsberg®**  
get2gether

Carlsberg



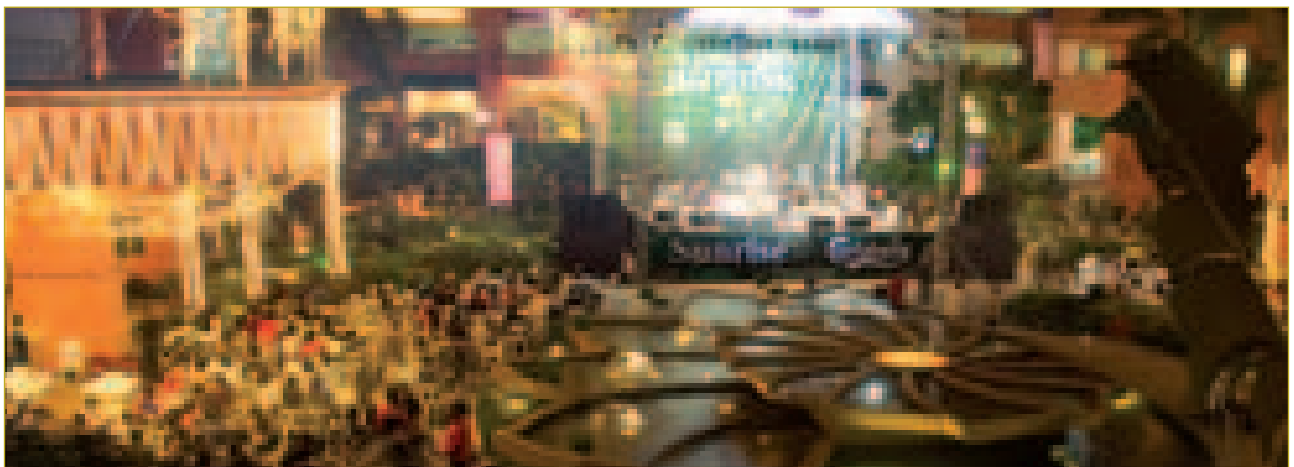


#### Hottracks - a musical feast

Carlsberg Malaysia continued to sponsor the Carlsberg Hottracks Musicfest, which aim is to encourage the development of the local music scene and to provide a musical feast for its consumers who enjoy a diverse range of music with a world of friends in pubs, clubs and hotels.

#### Sunrise Carlsberg Jazz Festival - Jazz fest for the fifth consecutive year

Carlsberg's consumers with a discerning taste in jazz enjoyed great performances from Malaysian and international jazz musicians at the Sunrise Carlsberg Jazz Festival held in August 2004.





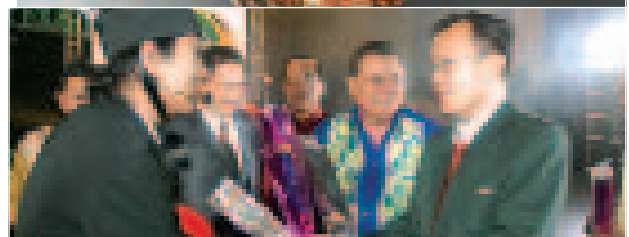
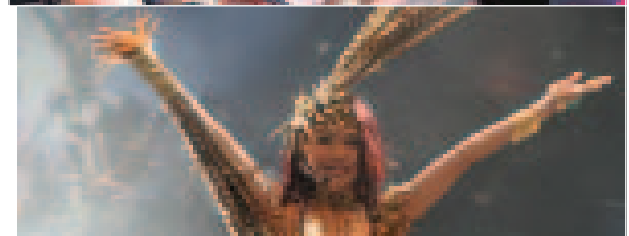
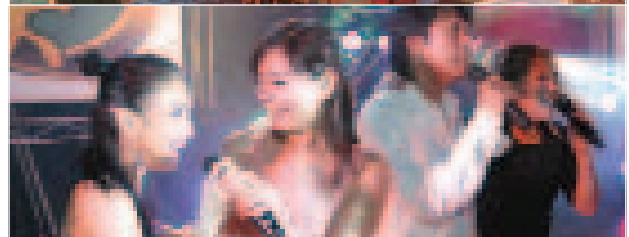
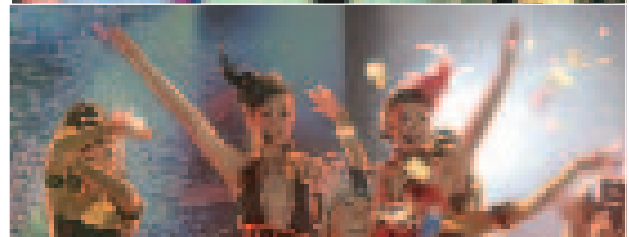
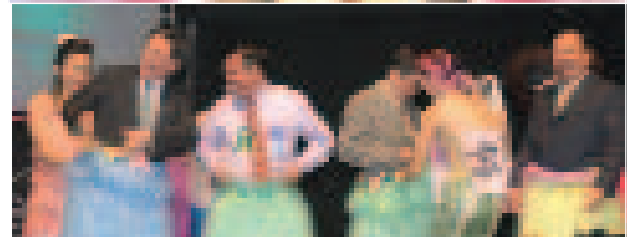
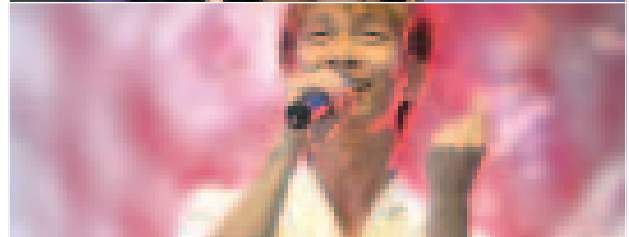
## SHARE THE REWARDS

- sharing the fruits of our success with the community

### Nanyang Top 10 - the longest charity road show in Malaysia

The Carlsberg Nanyang Top 10 Charity Concert which debuted in 1987, was named the Longest Running Charity Show in aid of Education by the Malaysian Book of Records. It is into its seventeenth year and continued to smash its outstanding record by raising total funds in excess of RM250 million by 2004. More than 500 schools and institutions of higher learning throughout the country have benefited from this sponsorship program.

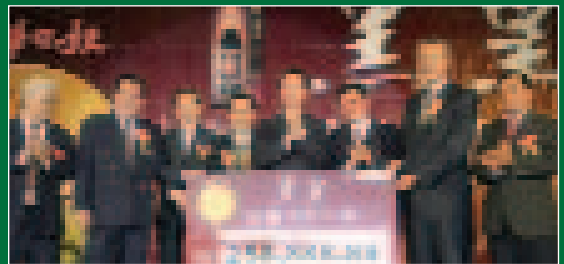
The charity event comprises fund-raising campaigns and charity road shows featuring the Top 10 most popular Malaysian Chinese artistes selected by the public. In 2004, each concert was showcased according to fascinating themes which were well-received by the large crowds. In 2004 alone, a total of RM26 million was collected, benefiting 19 schools.





### Education, Welfare and Research Foundation of Malaysia - supporting the less privileged

Carlsberg Malaysia, contributed RM100,000 to the Education, Welfare and Research Foundation of Malaysia, bringing its total contribution to-date to RM400,000. Carlsberg Malaysia remains committed in its efforts to improve the education of less privileged Indians as a means to improve the welfare of the Indian community.



### Royal Stout Charity Road Show - eleven years in a row

The charity road show which commenced in 1994, has benefited more than 100 schools with a collection of more than RM25 million achieved by 2004.

Carlsberg's efforts continued to be well-supported by the local communities and in 2004, more than RM5 million was collected.



## Share the Success

Carlsberg is the world's fastest growing international beer brand for the second consecutive year and we are proud of it. Our brands cater to a broad diversity of tastes and lifestyles, and we continually create new beer profiles to fulfill new cravings. That's why we have the right beer for everyone.





