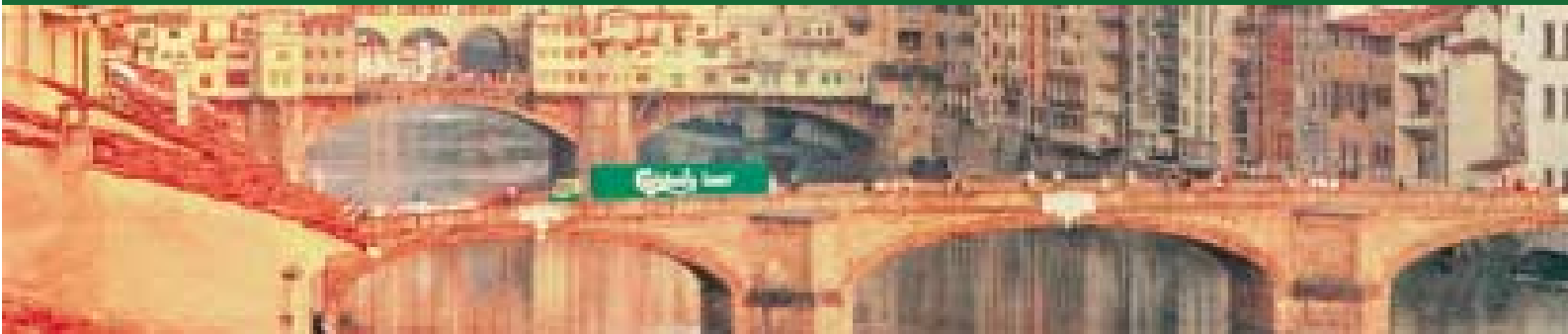


Our



Identity



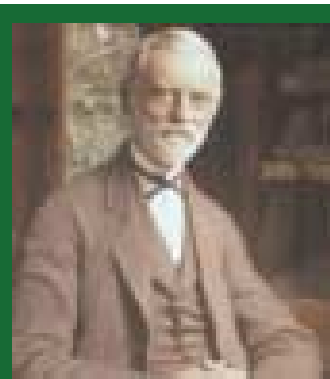
Proud Brewing Tradition

Years ahead of his time, J.C. Jacobsen the founder of Carlsberg in Copenhagen, was a man of foresight influenced by the revolutionary pursuit of scientific enlightenment and the new frontiers of research. It was Jacobsen's belief that "he who possesses the requisite qualifications in chemistry and associated sciences, combined with the necessary practical skills and insight, will attain the position as Europe's leading brewer in the coming generation."

Using the Bavarian brewing process, Jacobsen established his own brewery in 1847 where he began production of bottom-fermented beer. He later set-up the Carlsberg Laboratory dedicated to brewing research in 1875 which activities continued from 1976 at the Carlsberg International Research Center in Copenhagen. Carlsberg Denmark's dedication to research activities for over a century has yielded numerous significant results. Amongst its notable successes is Professor Emil Hansen's method of pure yeast propagation, emerging with the new strain of yeast called *Saccharomyces Carlsbergensis*, which method is still used by breweries all over the world.

The brewery in Copenhagen is standing evidence of Carlsberg's heritage. Danish and international scientists still walk the hallowed halls of the Carlsberg International Research Centre, delving into strategic research spanning from plant physiology, chemistry and yeast genetics to applied studies on the specifics of brewing technology.

Copenhagen's tradition of dedicated research and fruition of results flows through to Carlsberg Brewery Malaysia's operations in its production and quality control procedures.



“In Working The Carlsberg Breweries It Should Be A Constant Purpose, Regardless Of Immediate Profit, To Develop The Art Of Making Beer To The Greatest Possible Degree Of Perfection In Order That These Breweries As Well As Their Products May Ever Stand Out As A Model And So, Through Their Example, Assist In Keeping Beer Brewing On A High And Honourable Level.”

J.C. Jacobsen
Founder of Carlsberg

The "Golden Words" are the words of wisdom from Carlsberg's founder J.C. Jacobsen which is a strong source of inspiration until today.



Symbol of tradition : The famous elephant gate entrance to Carlsberg in Copenhagen.



The newly installed water treatment plant.



Carl's Reserve won the gold medal in the Brewing Industry International Awards.



Sample testing of raw material at the laboratory in Carlsberg Malaysia.

Commitment To Quality

Carlsberg Brewery Malaysia is essentially responsible for the quality control of the beer it produces, guided strictly by the quality objectives, specifications, sampling plans and technical manuals issued by Copenhagen. Strong emphasis is placed on all aspects of the operation – from raw materials through the production process to the finished product.

Raw materials of the finest quality such as malt and hops are strategically sourced in conjunction with

Carlsberg, Copenhagen from renowned international suppliers. All materials have to conform to stringent specifications which are set by Carlsberg, Copenhagen. Conformity to such specifications is ensured via cross check analysis performed here in Malaysia as well as the laboratories in Copenhagen. The brewing water is derived from internally treated water which meets the requisite quality specifications. Water quality is assured by a new state-of-the-art water treatment plant which was first commissioned in December 2000 to treat water using sand and carbon filtration followed by reverse osmosis.

The finished product has a combination of different aromas and flavours and in evaluating its quality and taste, Carlsberg tasters operate within 14 main categories and 44 sub-categories together with an additional 100 nuances of taste and smell. Beer tasting is performed regularly by an expertly trained taste panel. As an additional assurance that the beer produced meets the strictest criteria set, samples of beer are submitted to Copenhagen for flavour assessment on a regular basis.

Carlsberg is brewed in a state-of-the-art brewery equipped with technologically advanced machinery and equipment. Measures are continuously implemented to ensure that such machines and equipment are maintained in excellent condition, some of which capitalise on the wealth of expertise provided by Copenhagen. For instance, under the Carlsberg Interlaboratory Scheme, unmarked beer samples are sent by Copenhagen for testing to gauge and ensure the accuracy of instruments used in the beer testing process.

In recognition of Carlsberg's commitment to quality, Carl's Reserve, one of the beer products brewed only in Malaysia, was named the Champion Beer in the draught lager category of the Brewing Industry International Awards 2000 held in the United Kingdom. In addition to the overall award, Carl's Reserve received a gold medal in the draught lager category of the 4.2 - 6.9% abv (alcohol by volume) class. The competition involved 732 beers from 40 countries.



Connected To Prestige

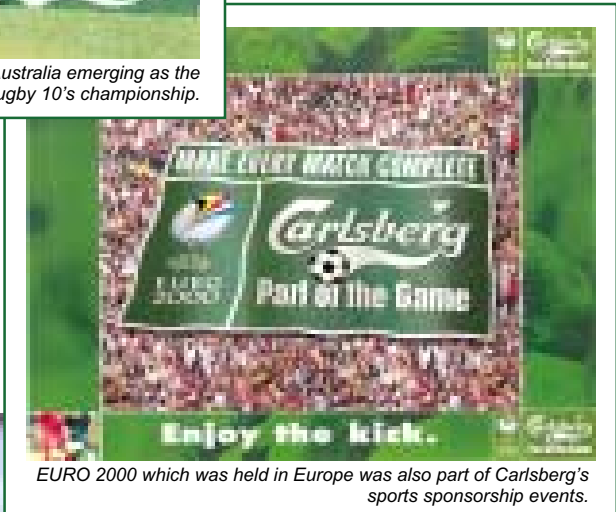
Originating from the altruism of J.C. Jacobsen, Carlsberg today carries its founder's principles on community involvement through sponsorship programmes.

On the international front, the Carlsberg Foundation in Copenhagen is a major patron of the arts and sciences, donating generously in support of scientific research projects and museums. The Carlsberg architectural prize is the world's largest award instituted to inspire and promote the art of architecture.

In addition, Carlsberg's sponsorship of major sports events internationally and locally lends further prestige to the brand. In the year 2000, Carlsberg's brand association with the Liverpool team and EURO 2000 were publicised worldwide whilst locally, Carlsberg as a premium brand, sponsored tournaments such as the Malaysian Open Golf Championship, 2000 World Table Tennis, Malaysia Rugby Sevens, COBRA Invitational Rugby 10's and Women's World Cup Golf.



Australia and Fiji battling it out in the field with Australia emerging as the Champion of the 2000 Cobra Invitational Rugby 10's championship.



EURO 2000 which was held in Europe was also part of Carlsberg's sports sponsorship events.



The Women's World Cup Golf 2000 held at Mines Resort City, another event sponsored by Carlsberg Malaysia.



Carlsberg in Russia.



Carlsberg in New York.

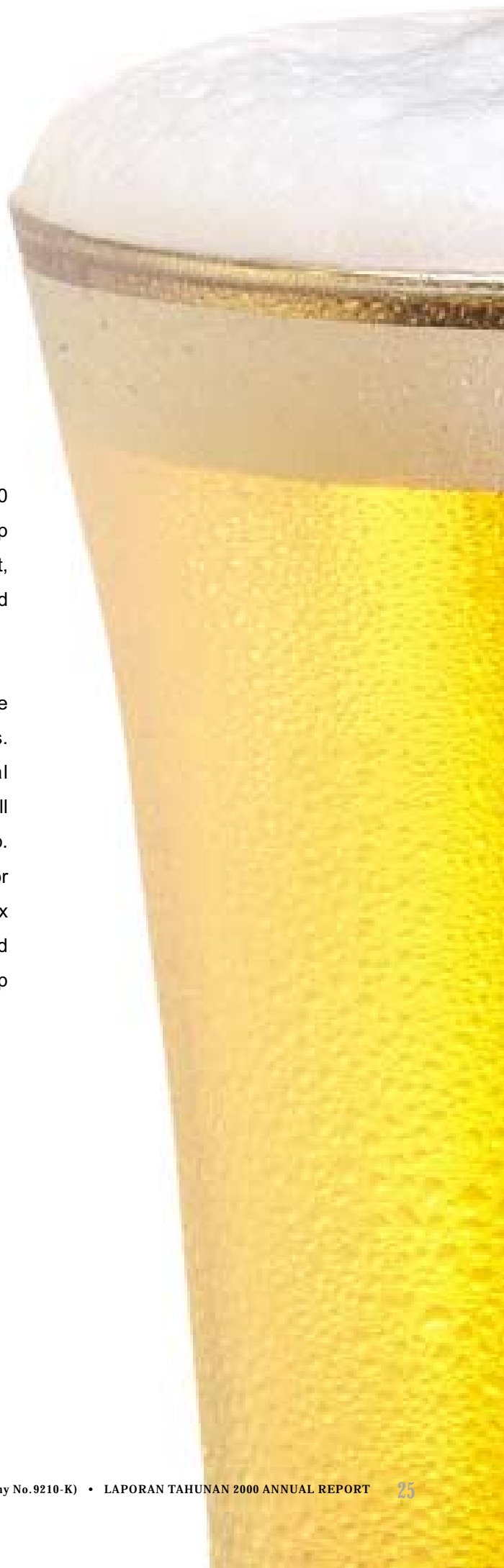
Countries where Carlsberg beer is brewed.

Global Brand

Carlsberg has been an influential player in the international beer market for over 125 years. For decades, Carlsberg products have been recognized in faraway countries that bear no resemblance to its birthplace – Copenhagen.

Today, Carlsberg beer is available in approximately 130 markets and brewed in 42 countries. International sponsorship and advertisements, which form an integral marketing effort, adds further strength to Carlsberg's international image and significant global presence.

Recent investments and acquisitions are likely to move Carlsberg up the ranks of the world's biggest breweries. Crossing further international boundaries, a global management exchange programme, soon to be adopted, will involve the exchange of managers within the Carlsberg Group. This programme not only offers a unique opportunity for personal development but also allows each company to mix its management team so that local expertise is supplemented with experiences of international managers from other Group companies.





Contemporary

Advance towards the K-economy

Steeped in a rich heritage, Carlsberg develops and progresses as the surrounding world evolves - from its pursuit towards a knowledge-based society to training its employees in latest methodologies and techniques to its management philosophy, its marketing strategies and to the launch of new products.

With the advent of the K-economy, focus is given to accurate and rapid data processing where information required is readily available at a touch of a key. Rising to meet this challenge, Carlsberg is currently involved in a host of information technology projects.

The company implemented the first phase of an integrated company-wide system, SAP (System Application Products), in November 1998. After a successful start, phase 2 was executed in September 1999 and the most recent phase relating to Plant Maintenance was implemented in October 2000. The SAP system possesses built-in controls comprising both preventive & corrective measures, greater storage space required in line with the increasing transaction base of the Company, and higher data integration.

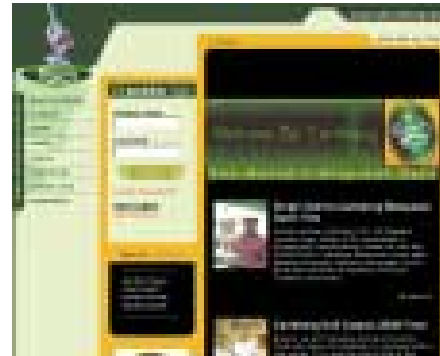
In its ongoing endeavour to further enhance document and data output, Carlsberg introduced a hand-held terminal system using the Palm IIIc PDA in October 2000. This device is used by sales personnel to issue instant sales documents and monitor credit limits. With the use of the hand-held terminals, sales document and information processing is performed almost "live" with optimum efficiency.

Carlsberg's resolute commitment to the advancement of information technology is not only restricted to its own business but also extends to its wholesalers and the community.

A present project, the Computer Wholesaler Information System, entails the computerisation of the wholesalers' systems. The key objectives of the project are two-pronged – to assist its wholesalers, with which the company enjoys a long-term relationship, in computerising their systems and in exchange, information on sales and inventory statistics will be used by Carlsberg to facilitate its logistics and marketing analysis. Computer hardware with software tailored to the wholesalers' business, including intensive training courses, are provided to the wholesalers by Carlsberg. The project, which is presently being implemented, is expected to be completed throughout Peninsular Malaysia in mid-2001.



Getting Connected : Carlsberg wholesaler using the Carlsberg Wholesalers' Information System.



Carlsberg website at <http://www.carlsberg.com.my>



Carlsberg IT support and sales team using the recently implemented hand-held terminal at one of Carlsberg's outlets.



Carlsberg Malaysia Production Manager: Surinder Singh (first from right) with the graduating class of Diploma Brewmaster Course at the Scandinavian School of Brewing, Copenhagen 1999/2000.

In its enduring role in promoting social responsibility initiatives, Carlsberg together with the Federation of Chinese Associations Malaysia (FCAM), are jointly involved in the Computer Education Fund (CEF) project. Under this project, personal computers are furnished to Chinese schools throughout Malaysia and financial assistance is provided to deserving students to pursue a tertiary education in information technology. The fund, which is now into its third year, has amassed RM6.4 million up to the end of year 2000.

Management philosophy and training

As its management philosophy, the Company continually strives to cultivate excellence in running the business and adapting to changing conditions. Carlsberg's latest application of "Best Practices" strategy studies all operations in the Group, seeking the best method of completing tasks and sharing knowledge for the benefit of all.

Recognising that its most vital asset is its staff force, Carlsberg persists in nurturing the development of skills and knowledge through a variety of innovative and latest training regimens, both in-house and external. To tap into the founding company's up-to-date training facilities, methods and information, employees are also sent to the Carlsberg International Center in Copenhagen for training in fields such as technical, marketing and management.