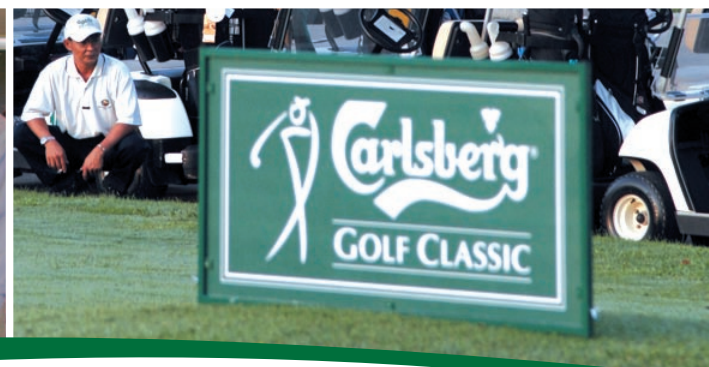




Sharing The Game

Sports sponsorship activities form an important and integral part of Carlsberg's marketing efforts. The sponsorship of sports underlines Carlsberg's focus in sharing its marketing activities with a dynamic youth oriented environment.

During 2005, Carlsberg Malaysia sponsored the Carlsberg Malaysian Open. This Carlsberg event that was internationally broadcasted was won by the defending champion Thongchai Jaidee. The Group also continued with its sponsorship of the Carlsberg Golf Classic for the 12th year and being the longest running national circuit for amateur golfers, has contributed towards the development of the sport.



Carlsberg Malaysia was also associated with Carlsberg's international sponsorship of the popular Liverpool Football Club whose team demonstrated the rare winning spirit by being victorious in the historic 2005 European Champions League Cup final.

Other sports sponsored by the Group during the year included rugby, table tennis and basketball. The Group has also continued with its sponsorship of the Olympic Council of Malaysia.

Being the leading and established brewery in Malaysia, Carlsberg's activities in sports have been focused under the theme "Part of the Game".





Sharing Our Commitment

One of Carlsberg Malaysia's proudest traditions is its interest and commitment in community projects. The Group has over the last 18 years been involved in the annual Carlsberg Top Ten Charity road show together with a national newspaper. The objective of this long term corporate social responsibility project is not only to raise funds for the development of non-governmental aided educational institutions in Malaysia but also to develop local artiste talent by giving Malaysian artistes the opportunity to gain exposure by performing at all the charity road shows around the country. The total funds raised in 2005 was RM17.0 million and over the 18 years period the funds raised had exceeded RM300.0 million. The company continues to hold the record acknowledged by the Malaysian Book of Records for the longest running charity campaign in Malaysia.



On a smaller scale, Royal Stout was also involved in raising funds to support the development of schools in Malaysia. More than 100 Chinese schools have benefited from the RM29.0 million collected over the 12 years period.

