

# PROGRESS FOR CARLSBERG MALAYSIA

Increased sales, continued effective cost control and increased financial income have had a positive effect on the result of Carlsberg Brewery Malaysia Berhad in the first half of 1996.

The turnover increased by 18 percent to DKK 802 million and the result before tax increased by 14 per cent DKK 148 million, while the result after tax increased by 17 per cent to DKK 104 million. The company pays an unchanged interim dividend of 10 percent of the share capital, amounting to a figure of DKK 240 million.

Once again, Carlsberg has increased its share of the total beer market, and Carlsberg Green Label Pilsner, Malaysia's biggest beer brand, has further improved its consumer loyalty. In the first half of 1996, the company introduced two new products; Carlsberg Ice Beer and Premium Danish Lighter Beer. The two new brands are expected to strengthen Carlsberg's competitive power.

Barring unforeseen circumstances, the Board expects a satisfactory result for the year.

The Carlsberg brewery in Malaysia was established in 1971 and has since experienced nearly continuous progress. The company, the shares of which are quoted daily on the stock exchange in Kuala Lumpur, has a large number of shareholders together with Carlsberg A/S, Copenhagen, which owns 26 per cent of the share capital.

The Ceylon Brewery Ltd., which is a leading brewery company within the Carson Cumberbatch umbrella is the local franchise for brewing of Carlsberg, in Sri Lanka.