

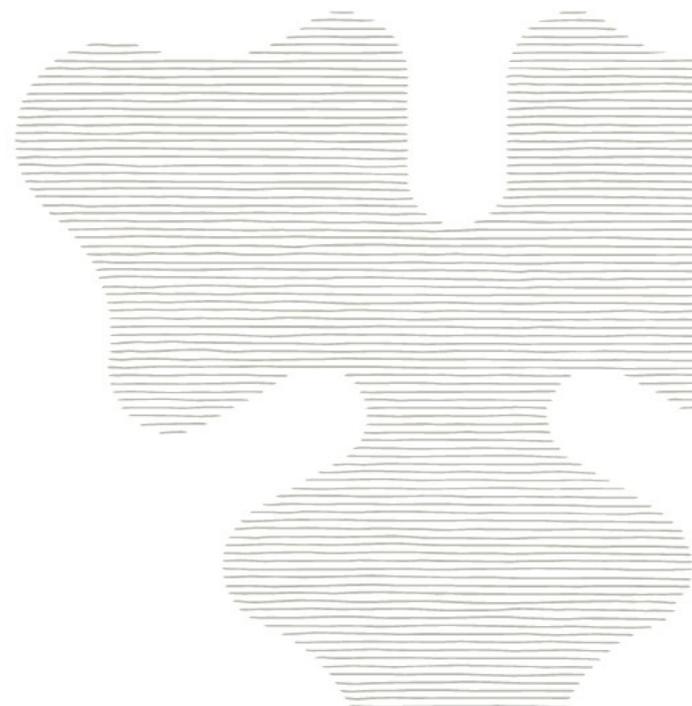
**CARLSBERG VIETNAM MARKS ITS LAUNCH OF FESTIVAL BEER WITH VND 2 BILLION DONATION TO CENTRAL PROVINCES DURING COVID-19 PANDEMIC**

***Thua Thien Hue, April 14, 2020 - Carlsberg Vietnam and its core brand Huda, have made a meaningful mark to the launch of its new product line, Festival Beer, with a donation of 2 billion VND to support for frontline forces of Central provinces fighting against COVID-19 pandemic.***

Especially designed to fit Central Vietnam's festive moments with the distinct herbal flavor, 100% malt formula which give a creamy mouthfeel and fine malty aroma and the festival-inspired packaging, Festival beer was launched to encourage people to enjoy little festive spirit with their families and at their houses. With this launch, Carlsberg Vietnam wants to boost morale among the people of Central Vietnam, despite limited in-person connections due to the requirements of social distancing.

In this challenging time, Carlsberg Vietnam and Huda have an increasing important role to play in supporting the Central communities. Understanding the impacts of this unprecedented event to the healthcare workers, local communities, the brand Huda of Carlsberg Vietnam has also made the VND 2 billion donation to strengthen the frontline forces fighting against the COVID-19 pandemic of 5 Central provinces Thua Thien Hue, Quang Tri, Quang Binh, Ha Tinh and Nghe An.

The donation is supposed to use to provide necessary medical equipment and supplies such as masks, antiseptic solutions, and protective clothing.





Caption: Donation hand-over ceremony from Carlsberg Vietnam to Thua Thien Hue province

Mr. Nathaniel Moxom, Managing Director of Carlsberg Vietnam said: “Having accompanied Central people for 30 years, Huda has not only made changes to improve beer experiences but also impact the society positively to ensure Carlsberg’s purpose of “brewing for a better today and tomorrow”. We are impressed by the nation’s joint efforts and we hope that this donation will support the frontline team to fight against the pandemic. Additionally, we present the distinct Festival Beer for people to savor a little festive spirit while staying at home during this time of social distancing.”

On a global scale, the Carlsberg Foundations (including The Carlsberg Foundation, The New Carlsberg Foundation, and The Tuborg Foundation) have donated DKK 95 million to accelerate the efforts against COVID-19. This money is being used for internationally relevant Coronavirus projects and support people who are affected by COVID-19.

### **About Carlsberg Group**

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Its flagship brand – Carlsberg – is one of the best-known beer brands in the world, and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. Around 41,000 people work for the Carlsberg Group and its products are sold in more than 150 markets. Find out more at [www.carlsberggroup.com](http://www.carlsberggroup.com).

**About Carlsberg Vietnam**

Carlsberg is one of the first Danish multi-national companies to enter Vietnam and made its first investment in 1993. For the first 20 years, Carlsberg managed its Vietnamese operations through Carlsberg Indochina. In 2012, a fully dedicated Carlsberg Vietnam organization was established with offices and breweries in the North and Central of Vietnam. Carlsberg Vietnam's brands include Carlsberg, Tuborg, Huda, Huda Ice Blast, Huda Gold, Festival and Halida.

More information about Carlsberg Vietnam and product range can be found at [www.carlsbergvietnam.vn](http://www.carlsbergvietnam.vn)

Fanpage Huda Beer: [\\_https://www.facebook.com/HudaBeer](https://www.facebook.com/HudaBeer)

