

## Carlsberg Asia unveils strategic partnership with Grab

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Carlsberg Asia is pleased to announce the signing of a Memorandum of Understanding (MoU) with Southeast Asia's everyday super app, Grab, for a strategic partnership that will transform how consumers enjoy their beer. This partnership will cover awareness and promotional campaigns on GrabAds across four key countries in Southeast Asia (SEA) - Cambodia, Malaysia, Myanmar and Singapore, and will kick off with the launch of an exciting football season campaign featuring Liverpool Football Club and a collaborative Responsible Drinking campaign. The partnership also includes the setting up of a virtual store for Carlsberg on the Grab app in Singapore and Malaysia, to make it easier for consumers to order and have their favourite Carlsberg beers delivered.

Both Carlsberg and Grab have a strong presence in Southeast Asia, with a significant overlap in their consumer bases. An internal survey from Grab indicates that 61 per cent of Grab's user base across the region identify as alcohol consumers. Over 90 per cent of users are also motivated by responsible drinking and safety reasons to choose Grab's ride-hailing services over driving their vehicles. By tapping into Grab's extensive ecosystem and hyperlocal insights in the region, Carlsberg aims to expand its digital footprint in the region and make its portfolio of products available to a larger audience.

The partnership will kick off in the second quarter of 2024, with special offers, dine-in deals and rewards that consumers, of legal drinking age, will be able to access through the Grab app. As part of this, Carlsberg and Grab will launch an exciting campaign during the UEFA Euro 2024 season in the summer.