

FOR A BETTER TODAY & TOMORROW





MD connects with customers



Managing Director Vladimir carried out a market visit in the central region in early December 2022 to review Cambrew's performance and get feedback from the trade. His target was the off trade and convenience stores along National Road 4 in the Bek Chan area.

In this competitive market, the MD often meets customers in their environment to see how they are integrating with our business. The aim was to create bonds, increase engagement with customers and listen to and understand them.

Another purpose was hearing about their problems and preferences, as well as gaining honest and personal feedback on our products and services.

The trip gave him a chance to review competitor performance, know the reality of the business performance and key challenges, and to understand the business geography.

Cambrew is always with our business partners and customers.





Towards ZERO program expands its focus



Cambrew, in line with Carlsberg Group, launched its new Environmental, Social, and Governance program (ESG), Together Towards ZERO and Beyond (TTZAB), on December 17, 2022. The program builds on the strength of our Together Towards Zero program (TTZ) established in 2017.





TTZAB delivers our ambitions for ZERO Carbon Footprint, ZERO Water Waste, ZERO Irresponsible Drinking, and ZERO Accidents Culture.



It is expanded with a focus on agriculture and packaging as we work towards a ZERO Farming Footprint and ZERO Packaging Waste while boosting initiatives to source responsibly, promote diversity, equity & inclusion, human rights, ensure compliance through the living By Our Compass and engage communities responsibly.



We, at Cambrew, embed these targets into the company's agenda and corporate strategy. Partnership is our key approach and we continue to improve our performance while increasing disclosure and transparency for all our stakeholders and our partners.



**#BrewingforABeterTodayAndTomorrow
#TogetherTowardsZEROAndBeyond**



**Donate Blood,
Give Hope,
Safe Lives**

It is exciting and admirable to see Cambrew colleagues taking part in a blood donation campaign to help meet the need for 100,000 bags of blood in Cambodia every year.

This means one bag is required every six minutes. We would like to extend our respect and thanks to Cambrew colleagues for their generous donations on December 23, 2022.





The demand for blood rises by 20% annually and sometimes patients have to seek blood themselves. Due to this shortage, most patients rely on volunteer donors to replenish the blood stocks to receive life-saving transfusions.

Inspiring by our purpose “Brewing for a Better Today and Tomorrow”, we are considering organizing this initiative every year and seeking ways to make a positive difference and contribute to a better society.



Leading by example on health & safety

Health & safety leadership training has been provided to over 100 employees from different roles, functions and locations such as Phnom Penh, Sihanoukville, Battambang, Siem Reap and Kampong Cham. It aims to raise their awareness because their main responsibility as leaders and role models is to contribute to preventing injuries and accidents as well as incidents in the workplace. Injuries can be devastating and longlasting if we fail to be vigilant. Failure causes loss and regrets for everyone. Our ZERO Accidents Culture aims to eliminate injuries. This is the 'ZERO' we are looking for. We must not rely on luck or allow any undesirable shortcut.



East (Kg Cham)



Central, KA & POTF (PP-HQ)



North (Siem Reap)



IIT, Marketing & Sales Op & Planning



Sales & Marketing Leader



Marketing, IIT, Sales Op SC-Planning & CS



TOGETHER TOWARDS ZERO & BEYOND



ZERO
Carbon
Footprint



ZERO
Farming
Footprint



ZERO
Packaging
Waste



ZERO
Water
Waste



ZERO
Irresponsible
Drinking



ZERO
Accidents
Culture

Responsible
Sourcing

Diversity, Equity
& Inclusion

Human
Rights

Living By
Our Compass

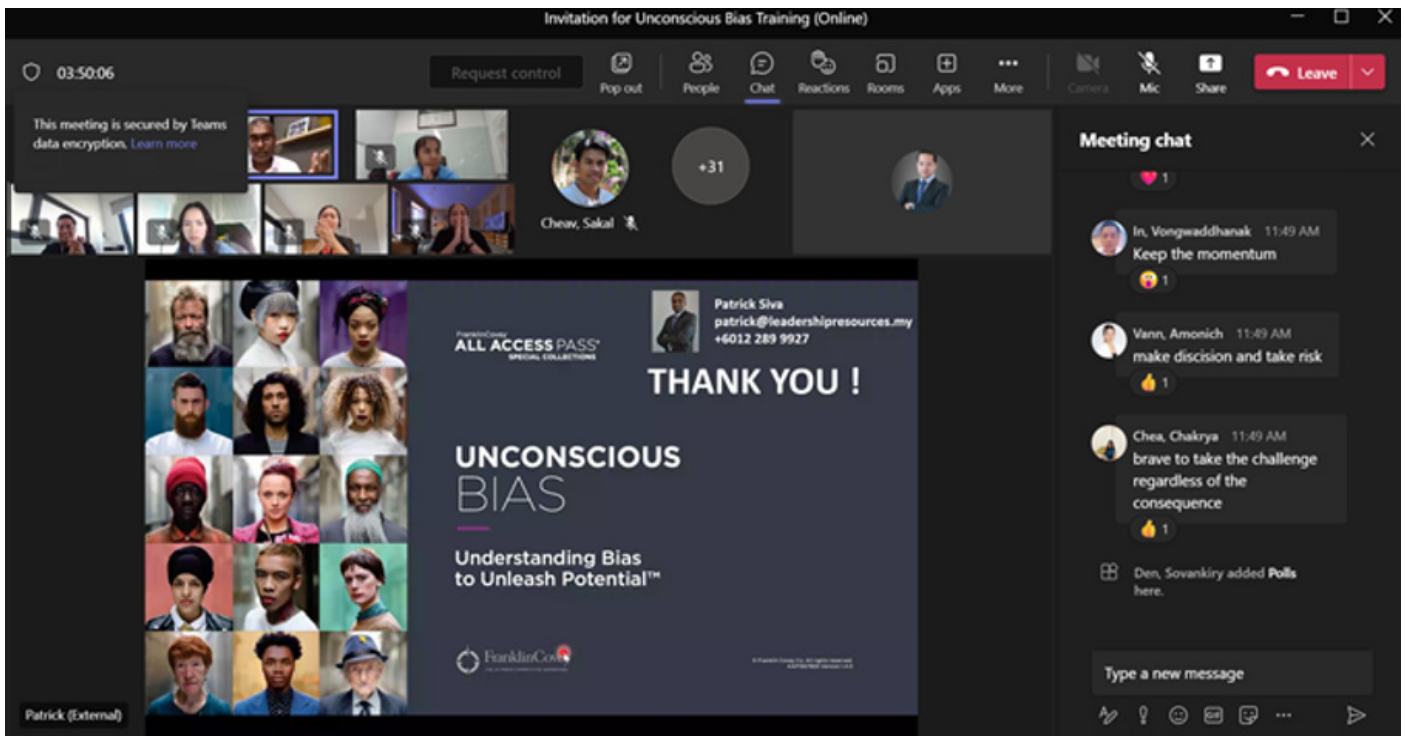
Community
Engagement

To make this effective, we need strong leaders who are well-trained in health & safety protocols, who lead by example, are good communicators and apply proper reinforcement to correct behaviour.

Cambrew genuinely counts on you to make our ZERO Accidents Culture a reality and a role model for our future generation of ZERO heroes as well as a successful example for other companies and society.

We are determined to see our colleagues return home safely with a smile on their families' faces

Are you conscious of your unconscious bias?



How many times have you made snap decisions based on your gut feeling or irrational thinking? Unconscious biases can harm our working space and social environment.

To mitigate this potential issue, Cambrew invited an expert trainer from Malaysia to conduct online unconscious bias training to all 40 employees from leadership level on December 16, 2022.

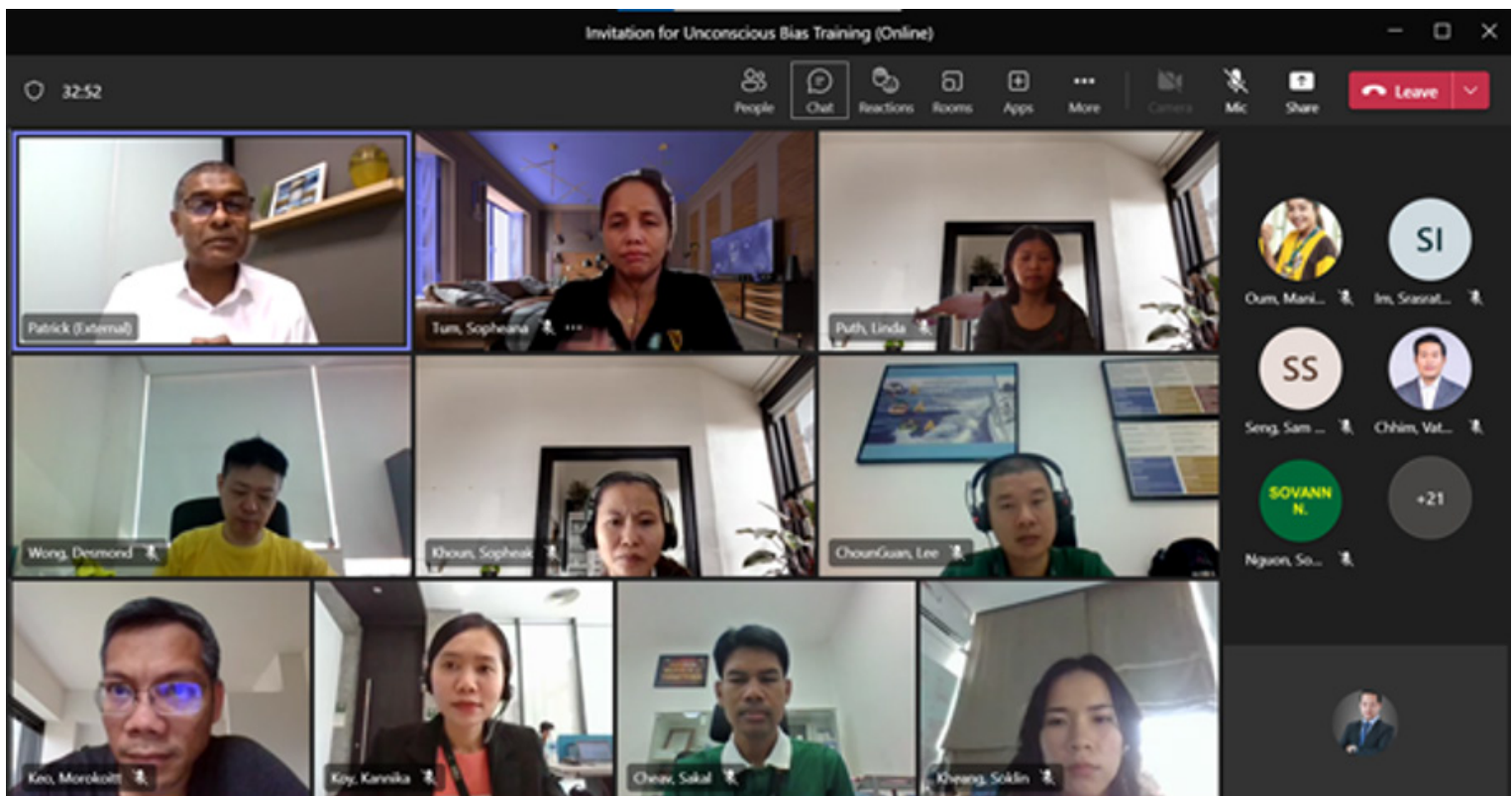
Bias comes in many forms and effects such as affinity bias, the halo effect, gender, age, beauty and many more.

In a morning session, participants were trained to identify biases by recognizing their impact on behaviour, decisions and performance. Furthermore, the cultivation of connection helps increase empathy and curiosity in personal interactions. It explores bias and brings it to the surface.

The training explores ways to face bias with courage and create a space where everyone is respected, included and valued. Participants were shown how to embrace the commitment to address biases that limit individual performance and the performance of others.

At Cambrew, every colleague embodied an important role for the establishment and therefore everyone is expected to thrive for greater performance.

Let us all make a team promise in gradually stepping into a future where biases remain only as remnants of the past.





Team spirit and effort win award



Cambrew was one of 14 companies out of 168 to win a “Best Company to Work for In Asia 2022” award.

We knew we were ready for it as the company was judged on best HR practices, high level of employee engagement and excellent workplace culture.

Our strong teams’ spirit and resilience of all colleagues in each function were key strong points highlighted during the survey.

HR Asia award organiser Business Media International compared Cambrew averages against market averages. It focused on leadership, culture, employee welfare and team dynamics.

Our management team congratulates everyone’s strong commitment in making this a reality for Cambrew.

The award is a jewel in our crown as it offers us a powerful branding tool, attracts clients and retains top talents.



Probably The best company at a beautiful beach

New Year crowds flocking to seaside areas, especially Sihanoukville, as the pandemic recedes have highlighted the importance of the tourism sector. With the help of the Phnom Penh-Sihanoukville Expressway, this famous seaside city received around 340,000 visitors to its beaches.

And barbecued seafood in front of a tent as the sun sets cannot be enjoyed to the maximum without a good beer.

Cambrew is a beer company and beyond. Cambrew is proud to be part of the solution for the environmental mess that can result from public gatherings. The company is delighted to take action through the “Sea Festival is Clean and Waste Free” campaign during the 9th Sea Festival in Sihanoukville province.





We “Brew a Better Today & Tomorrow” by paying attention to our ocean’s health so that ocean lovers can continue to relax with probably their best drink, Carlsberg.



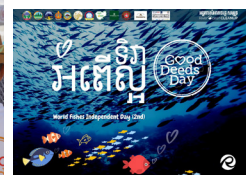
Empowering the Need for Good Deeds

Our Brewing for a Better Today & Tomorrow commitment extends beyond our brewery and into the community.

Contributing to a Good Deeds Day, Cambrew, alongside government institutions and other businesses, took part in this event supported by River Ocean Cleanup, an environmental protection organization in Phnom Penh. Approximately 500 to 700 people took part in a program to clear rubbish around the Tonle Sap, the Mekong and the Bassac rivers around Phnom Penh.

Also, around 16 million fish were released into the ecosystem and a number of trees were planted, daily materials distributed and food shared.

The event aimed to boost citizens' morale, improve environment protection and promote the culture of sharing.



Zero Alcohol does not Stall the Fun



សូមណែនាំផលិតផលថ្មី
ស្រាបៀរកាសស៊ែរគ្មានជាតិអាល់កុល
Carlsberg 0.0

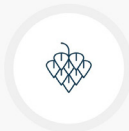
Introducing new product Carlsberg 0.0



Beer type
alcohol free pilsner



Malt
Pilsner malt (Spring barley) and caramel malt



Hops
A blend of quality hop varieties ensuring a consistent taste



Alcohol
0%

Your more accessible drink can now expand your enjoyment. Zero barriers. Zero excess – more options for moderation in more places.

Carlsberg 0.0 330ml became available in Cambodia from December 16.

With Carlsberg 0.0, we have used innovative technologies to retain the taste

and aroma of a full-strength beer with a crisp hoppy bite but with Zero alcohol, Zero Sugar and low calories.

With Carlsberg 0.0 we make moderate drinking a positive. Growing health and wellness awareness mean that no and low-alcohol brews are the fastest-growing beer sectors globally.

With this new product, we give our customers the choice to consume less alcohol without missing out on enjoyment. The choice to be sensible and feel good about it. The choice to extend the night and make it memorable.



Another main aim is to support our Responsible Drinking agenda. We at Cambrew are committed to promoting responsible drinking through initiatives in our market. Our responsible drinking efforts help to create a positive beer culture and protect our reputation and sustain licenses to operate.



Everyday Pleasures with original Thai beer

Singha Beer launched its Everyday Pleasures campaign to refresh its brand message with its Hero Video and Key Visuals while creating a buzz through the big-scale Singha Festival.

The campaign was launched on October 1, 2022, to reach out to Singha's target audience through 12 billboards and LED sites across the country.

Results have been favorable with a 12.9 million combined reach, 3.5 million views and 8,200 interactions in the form of likes, comments and shares with 99% positive emotions.



The Singha Festival began on 28th October 2022 in a public area of Phnom Penh and moved through key provinces such as Battambang, Sihanoukville and Siem Reap. Singha was promoted through multimedia including key visuals, pre- announcements, banners and LED displays. Well-known key opinion leaders and vloggers such as Heng Veasna, Morn Picherith, Pich Pisey and Ear Mei Lik took part, resulting in a remarkable outcome.

The festival brought fun and excitement to the target audience and customers while bringing brand awareness to the next level. We believe that this campaign will contribute to growing sales volume and revenue.



ANGKOR EXTRA STOUT Q4 2022

CAMPAIGN RATIONALE

- Angkor Extra Stout launched the 'New Generation Stout' campaign strategy as part of our rebranding efforts from Q4 2021, active throughout 2022 with 'New Generation Change-makers' as a handle.
- New Generation Change-makers are "Multi-Achievers", often juggling 2-3 careers at any given time to follow their goals & dreams.

MULTI-ACHIEVER ROLLOUT

- The "Multi-Achiever" OOH and LED campaign was installed across a total of **17 sites**: 3x Phnom Penh & 14x provinces.
- To engage and inspire, we created a digital video (teaser + full-length) featuring "Jimmy" our quintessential multi-achiever, who is an Emcee, Film producer and Entrepreneur in which boosting brand awareness and exposure to reach remarkable points

New Generation Change Maker, Multi-Achiever

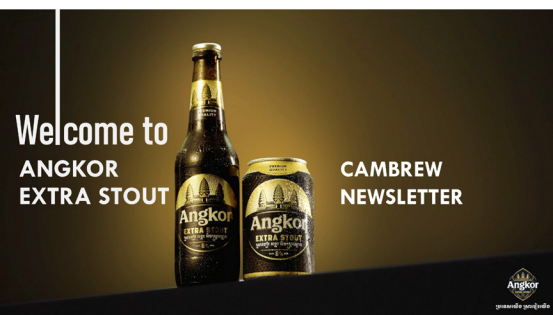
Since the first re-launch of the new packaging of Angkor Extra Stout and the launch of our "New Look, Same Perfection" and "The New Generation Stout", sales targets and brand awareness have improved significantly and our core messaging through the first campaign in impactful and fresh ways was received with great enthusiasm

by customers.

These days, the world is changing at a much quicker pace which encourages people to understand the importance of and practise ways to become multi-achievers. Cambrew, aligned with the brand purpose of Angkor Extra Stout, without a doubt, keeps on embracing this culture of multi-achievement so that we can shine among the best companies in Cambodia.

As Angkor Extra Stout aligns itself with the values of the new generation and innovation, Angkor Extra Stout launched a new campaign "New Generation Change

Maker, Multi-Achiever", aiming to recognize their multi achievements that give meaning and purpose to their lives, their communities and ultimately their country. In a combined result, the content has achieved 9.7 million impressions, almost 4.6 million total reach and more than 2.3 million total thru-play. Throughout this campaign, this Stout brand and Cambrew reputation is extended and well recognized by customers.



Angkor Extra Stout, a multi-archiver's approach to success.



Responsible drinking is our responsibility

Over-confidence in a person's driving ability and a lack of care for others' safety are key reasons why people drink and drive.

To tackle this important public issue, Angkor Beer has created a digital campaign called "Drink or Drive – You Decide".

It aims to increase awareness of responsible alcohol consumption and amplify the Carlsberg vision Together Towards Zero Irresponsible Drinking through Angkor Beer as the socially responsible brand and national brand.

Drink-driving is a serious offense and, as a responsible brand, we have zero tolerance for it.

Our stand is demonstrated and affirmed by conveying a clear and compelling message of responsibility, reminding people you can drink or drive but never both. The campaign started in December 2022. It is run using VDOs and posters published on the Angkor Lager Facebook page and shared on the Cambrew corporate Facebook.





Khmer Anthem: Strong Man's Heart Song



To amplify our message, we launched the full music video of the original “Strong Man’s Heart Song” in collaboration with Tom Sovath and DJ BIG. The song celebrates the resilience and dignity of the hard-working men of Cambodia, who contribute significantly to the development and growth of the country. Khmer people are touched by inspirational songs that create pride and hope. The song has become a Khmer anthem, earning a viral six million views on the Black Panther Facebook page - an incredible outcome.

For variety, we produced four digital video versions including a short teaser, a karaoke sing-along, an edited-down version, and a behind-the-scenes production. To boost awareness even more, musicians Meaz Dimozz and RedKing did a cover version and posted it to their Facebook pages. Total views came to 891,000 with a reach of 837,695. Again, a fantastic result.

We are convinced that this meaningful song will contribute to broaden brand awareness of Black Panther and earn support from customers.





CAMBREW LTD

Part of the Carlsberg Group

**TOGETHER
TOWARDS**



**ZERO &
BEYOND**



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ACCIDENTS
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