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For Immediate Release

Cathay/HSBC Hong Kong Sevens 2023: Carlsberg brings Liverpool FC legends and Hong Kong, China Rugby Team players together in celebration of “WE ARE ALL TOGETHER AS FANS”



HONG KONG, March 20, 2023 – Carlsberg, brings two Liverpool Football Club (LFC) legends - Dirk Kuyt and Vladimír Šmicer with current Hong Kong, China Rugby Team Players - Sebastian Brien and Russell Webb to Cathay/HSBC Hong Kong Sevens 2023 (HK7s) stadium for celebration of “WE ARE ALL TOGETHER AS FANS!” from March 31st – April 2nd .

“WE ARE ALL TOGETHER AS FANS!” celebration comprises of interaction of two legends in the stadium, followed by participating in social media campaigns on Carlsberg Instagram to allow fans win prizes of Carlsberg x LFC Limited Edition Tee and complementary HK7s tickets.

Being the official beer supplier of Cathay/HSBC Hong Kong Sevens and three decades of shared history with LFC, Carlsberg aims to bring celebration together and passions of sports fans together in the stadium to share joy and highlight absence of boundaries between sports and fans.

【Carlsberg x HK7s x LFC】

Join the “This-or-That” game with legends to win incredible prizes!



Two pairs of legends Dirk Kuyt & Vladimír Šmicer and Sebastian Brien & Russell Webb from LFC and Hong Kong, China Rugby Team will appear on Carlsberg's Instagram in late March to kick off the celebration by participating in the "This-or-That" game, answering the questions raised by all Fans and sharing the journey as athletes.

Questions can be submitted to the players through the related Instagram Story of Carlsberg Hong Kong's official Instagram (@carlsberghongkong) in late March 2023. Selected questions will be featured in the "This-or-That" video and answered by the Legends.

Part of the "WE ARE ALL TOGETHER AS FANS!" celebration incorporates social media campaigns in Carlsberg Instagram posts to win the prizes of Carlsberg x LFC Limited Edition Tee, HK7s tickets, or after party passes.

"WE ARE ALL TOGETHER AS FANS" Videos Launch

Two videos featuring the interaction of LFC and Hong Kong, China Rugby Team players would be released on Carlsberg Instagram in late March with the title of "WE ARE ALL TOGETHER AS FANS"

Two LFC legends and Hong Kong, China Rugby Team players, Dirk Kuyt & Vladimír Šmicer and Sebastian Brien & Russell Webb respectively would be brought together for interaction and trivia quiz in exploration of the beauty of both football and rugby.

Carlsberg Promotions period starts during Cathay/HSBC Hong Kong Sevens from March 31 - April 2. To celebrate HK7s by enjoying Carlsberg Smooth Draught with \$188/ 3 pints at designated bars and restaurants in Lan Kwai Fong. Ambassadors will also be present to give out unique rugby gifts and celebrate the moments with Carlsberg Smooth Draught! *(Terms and conditions apply. Please contact the merchant's staff for enquiries. Participating merchants reserve the right of final decision in the case of any dispute.)*

About Carlsberg

Carlsberg, established in 1847 by brewer J.C. Jacobsen, has become a leading brewery group in the world today with an extensive portfolio of beer and beverage brands across more than

150 markets. Stepping into Carlsberg's 175th anniversary, we continue to remain committed to brewing for a better today and tomorrow.

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For media enquiry, please contact:

Wind Area Limited

Tracy Tsoi tracy.tsoi@windarea.hk (852) 9164-7520

Sabrina Lam sabrina.lam@windarea.hk (852) 9088-8160

Carlsberg Brewery Hong Kong Limited

Gary Tsang gary.ty.tsang@carlsberg.asia (852) 3189-8056

(Attachment)

Bar/ Restaurant	Address
D26	G/F, 26 D'Aguilar street, Lan Kwai Fong, Central
Bar AKJ	G/F & 1/F, Wai Lan House, 12 Lan Kwai Fong, Central
Mine	Shop C, G/F, Block A, Winner Building, 31 D'Aguilar Street, Lan Kwai Fong, Central
Gate	G/F, Block A, Winner Building, 33 D'Aguilar Street, Lan Kwai Fong, Central
Geronimo Shot Bar	Shop A-C, 2/F, Block A, Winner Building, 27-39 D'Aguilar, Lan Kwai Fong, Central
Beirut	Shop A, G/F, Block A, Winner Building, 27 D'aguilar Street, Central