



**CAMBREW LTD**

Part of the Carlsberg Group





# Tax Compliance Brings Praise from the Top



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## សារពើពន្ធប្រភេទ មាស

## GOLD TAX COMPLIANCE CERTIFICATE



We are proud and honored to receive recognition and appreciation from Prime Minister Hun Sen for our contribution to

government revenue as the 8th largest taxpayer in 2022 as well as the Gold Tax Compliance Certificate from the General Department of Taxation.

After becoming an integral part of the Carlsberg group, this is the second year that Cambrew has received such an honorable certification.

Alongside the Prime Minister's message of thanks, delivered by H.E. Kong Vibol, Minister Delegate to the Prime Minister and Royal Government, PM Hun Sen emphasized raising the awareness of the importance of Cambrew's duty to generate taxes.

The PM said this contribution from the private sector to the government is undoubtedly a crucial catalyst for the development of our economy and our society. Only with a sense of doing the right thing that, through our business operation and value chain, we can help to speed up economic development and improvement of the nation.

We are committed to aligning our business with compliance and a strong responsibility for the betterment of our nation.



# Cambrew Wins Asia COMMERCIAL AWARDS 2023



Cambrew continues to achieve remarkable results in early 2023, winning the Asia COMMERCIAL AWARDS 2023 for trading for two of our trademarks: STING Energy Drink and Angkor Beer. For the STING brand, we were awarded the “Outstanding Activation / Campaign in Off-Trade” category, while the Angkor Beer brand was awarded “EXCEL AT BRAND EXPERIENCE”. The announcement was made on March 22, 2023, at the first in-person Asia Commercial Leadership Team Meeting in 4 years.



**OUTSTANDING ACTIVATION/  
CAMPAIGN IN THE OFF-TRADE**

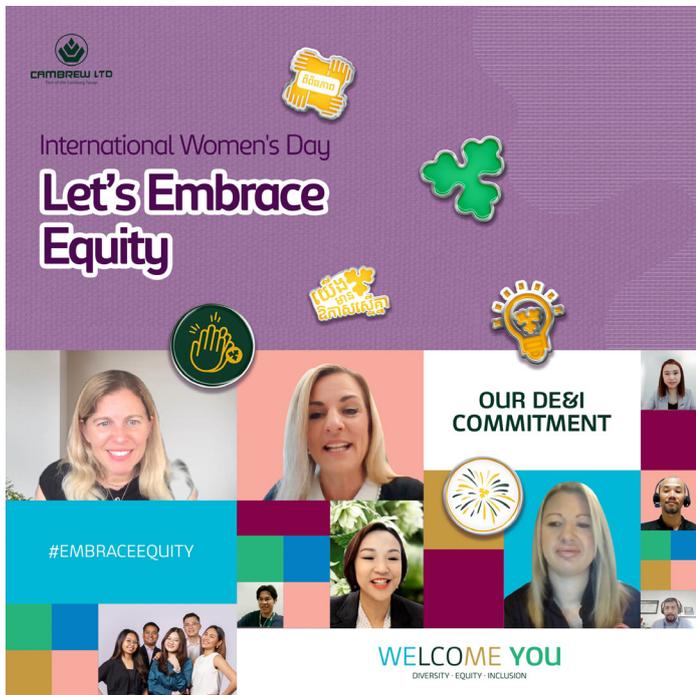


**EXCEL AT BRAND EXPERIENCE**



These awards are another new source of pride of Cambrew, the company that operated the first brewery in Cambodia and one of the largest breweries in Southeast Asia. This achievement will be a driving force for us to continue our tireless efforts to increase the brand reputation of our products in the market and turn the culture of market victory into a habit.

# Women in the Spotlight for Development



March 8th is a special day when the world celebrates women’s achievements. This year’s International Women’s Day saw Carlsberg Asia and Carlsberg Group creating two forums where experiences could be shared by Carlsberg colleagues around the world on “The 5 Keys to Inspire Teamwork Spirit in Workplace” and “Together We Promote Equity”. We underline the importance of the presence of women in our workplace and recognize that diversity, equity and inclusion (DE&I) are the key ingredients in creative thinking, innovative mindsets

and the development of our business.

Vladimir Vava, Cambrew’s Managing Director, has written a letter celebrating International Women’s Day with every colleague as well as demonstrating gratitude for their contributions.

DE&I has become the core component in our business operation. “Everyone of us here at Cambrew is tasked with an important duty to push forward DE&I on to our daily workflow and to our society. Make it a habit and a culture in which everyone wants”, Vladimir said. Let us give our ladies a huge round of applause for their strength and persistence, commitment, and the spirit of making things done so that all of us can come together in imagining and creating a better future.





# Effective Internal Facilitation Contributes to Our Never-ending Growth



Cambrew organized a Facilitation Skills Workshop for its colleagues who are the internal coordinators of the company, trained by experienced trainer Lisa Low, Talent Management Director, Asia.

The workshop, held on 14 March, aims to increase the capacity of our Internal Facilitators to provide effective training to their team and other stakeholders, depending on the various personalities of each colleague.

This face-to-face workshop will also equip our internal facilitators with the ability to communicate more effectively about their training objectives or workshops to participants. In addition, they can also know the participants' anticipation for the training or workshop.

For Cambrew, effective internal facilitation really contributes to building a team with a high level of commitment and responsibility to ensure effective communication and the utilization of efficient resources that contribute to the steady and sustainable growth of the company.



# Roadshow GRADUATE TRAINEE PROGRAM



Cambrew, as part of the Carlsberg Group, continues to provide opportunities for young people to develop their skills and pursue their dream careers through the GRADUATE TRAINEE PROGRAM.

The program is currently recruiting 5 second-generation candidates until April 15 so that they can hone their skills as well as gain hands-on experience in IT, finance, marketing, sales and supply chain in our company.

In March, Cambrew organized a presentation on the program to CamEd Business School graduates and the American University of Phnom Penh (AUPP) to better understand the GRADUATE TRAINEE PROGRAM. Our presentation received a lot of attention from more than 100 students.



The two-year GRADUATE TRAINEE PROGRAM was established by Carlsberg Group to provide opportunities for young graduates to develop their skills and potential, as well as to become future leaders. Cambrew is looking forward to hearing from young people who are full of commitment and ambition to gain knowledge and work experience in the leading companies in Cambodia and Carlsberg Group.



## What we will cover:



Why Government interactions are so high risk



Do's and don'ts when dealing with Government, esp. when obtaining permits and licences



How to deal with requests for facilitation payments



Key takeaways



# Pushing the Limit of Anti-Corruption with Cambrew

Cambrew, at the forefront among other establishments, never fails to protect our ambition in providing the best quality, standard of production, obedience of laws and other provisions. Our commitment to this effort demonstrates our deep respect toward the ethical values and guidelines as well as transparency in relation to making our society better.

For us, any kind of discrepancies such as outlaw lobbying or corruption are considered dishonest and are intolerable as they can wreak havoc to our company's reputation and a disastrous possibility of our company losing the hard-earned license to operate. Being able to comprehend the destructive effect of the risk, Cambrew continues to actively train our colleagues through the principle of transparency on to their daily function.



## When are you most likely to deal with Government?



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To equip our colleagues with the necessary skill, on March 22, 2023, Cambrew conducted training specifically targeting our members, mainly those who communicate with the government, in obtaining the knowledge of anti-corruption and illegal lobbying. Our selected departments are human resources, corporate affairs, procurement, transportation and taxation.

During the training, our colleagues are armed with the knowledge of risk associated with communicating with the government, things that the colleagues are allowed or are not allowed to do, countermeasures and other solutions when the workflow might require the transaction of unwanted finance.

Coming to a crossroad with the government is an inevitability. However, corruption and illegal lobbying are something that we can avoid. We want to see our colleagues to be at the forefront of implementing this act. Our success is the currency used to build the reputation and the potential for our institution so that we can contribute back for the betterment of our society.



# Warm Welcome Onboard Cambrew



A team capable of exerting strength needs unity, a common dream and a trajectory able to be achieved by every member. To set out the company's vision, Cambrew conducted training for recruits.

The aim is to welcome newcomers and inspire them with our goals. Capacity is strengthened and spirit is reinforced. It is vital that the new generation of our workforce understands the ambitions and the priorities of the company.

After two years of absence due to the pandemic, the return of this training was met with smiles from our new recruits as this is a new stepping stone when it comes to their life-long journey of commitment.

# Cambrew Brings in Innovation Through Exposition



Cambrew, one of the largest breweries in Cambodia, took part in the 1st Cambodia-International Science, Technology & Innovation Expo 2023. Running at Diamond Island Convention and Exhibition Center between March 26 to 28, the expo initiated by the Ministry of Industry, Science, Technology & Innovation, is among the commitments put into motion by the government starting this year.





Cambrew introduced its brewery products, embedded with creative design and new development through the use of modern tech.

Cambrew promises to develop products our customers want in terms of taste and quality with no compromises on the global standard.

Quality and ambition are our driving forces to keep the trust of our customers and energize ourselves to stay as the leading brewery in the market.





# STING Brings Amazing FFF ASEAN Party to Cambodia



STING and rapper G-Devith brought excitement and thrill to fans in early 2023 with the first-ever FFF ASEAN PARTY in Cambodia.

The bigger and more special venue, the great FFF ASEAN PARTY, featuring the STING Energy Drink, presents Cambodian rapper G-Devith and four well-known artists from ASEAN countries include Thailand, the Philippines, Vietnam and Indonesia.

Our colleagues also joined in the fun and met their idol singers, cheering in such a great concert event like never before.

As a brand that represents energy and vitality, STING is extremely proud to have contributed to the development of the music industry in Cambodia and brought joy to our fans as well as music industry enthusiasts.



# A Panther's Journey Around the Country



The Black Panther Mobile Cart Roving campaign was on the move until April 10 to boost the promotion and the sales of Black Panther 500ml cans which were introduced into the market recently, giving our customers a new taste and experience.

Beginning on March 10 and splitting into five teams, the campaign was deployed to the central, northern, southern, eastern and western parts of the country.

The Black Panther Mobile Carts are accessible and flexible. They respond to the modern context as well as the needs signaled by our customers from focused provinces and city outskirts.



Because of its high mobility and popular choice of transport, the cart can function as a short-term resting area for families and friends to enjoy seeing each other for meals, drinks and, most importantly, socialisation.

This is the very area in which Black Panther has to present itself as a more attractive alternative.

Furthermore, this type of mobile cart is more effective and cost-saving than its peers which involve the use of cars or trucks.

The campaign is to focus on the product brand and quality. Most advertisements are focused on the quality and the taste of Black Panther. We are building a connection between the brand and the customers through taste-testing.

# **DON'T DRINK & DRIVE!**



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