



Updated as of March 30 2009

## Frequently asked question for media

### Investments in sponsorship

<p><i>What rights does Carlsberg obtain in connection with the sponsorship?</i></p>	<p>The rights for Verbier High Five include:</p> <ul style="list-style-type: none"> <li>• Presenting sponsor status on all printed communications</li> <li>• Carlsberg is the "Official Beer" during the competition</li> <li>• Traditional forms of marketing such as racers' bibs, helmets, banners on the slopes etc and in the village of Verbier during the competition</li> <li>• Event promotion; advance information on websites, radio and printed materials</li> <li>• Exclusive and informal access to the professional skiers</li> <li>• Televised "Content" – great sporting moments – and great partying moments – for use in all media.</li> <li>• Furthermore it is important to stress that Verbier High Five is not a traditional sponsorship concept our intention is to build our own event where the focus is add a more entertaining dimension to the world of skiing</li> </ul>
<p><i>How much does Carlsberg pay for the sponsorship – and what is Carlsberg's total investment in these activities?</i></p>	<p>We do not want to disclose the financial details of this agreement, but obviously this sponsorship is on a much smaller scale compared with, for example our UEFA EURO 2008™ football sponsorship. However, the High Five is a different kind of sponsorship in that its primary objective is to activate the Carlsberg brand through skiing in a manner which enables us to strengthen our personal relationships with our partners and their customers. Unlike our football program, media exposure is a secondary, albeit still important objective.</p>
<p><i>Have the former 9 editions of the Verbier High Five been a success for Carlsberg's brand?</i></p>	<p>Yes. Our long-running association with the High Five event has not only created awareness of the Carlsberg brand in a sporting and leisure environment that reflects our international and premium values, it has also been of great value to many of our international distribution partners who, with their guests, have enjoyed great skiing – and after-ski fun for the last 9 years.</p>
<p><i>Does this mean that you are moving out of other sports sponsorships such as football</i></p>	<p>Certainly not. We have very strong and long-running ties with football such as Liverpool FC and UEFA. In fact the EURO 2008 was considered the most successful brand activity on a global basis, resulting in a major increase in sales over the period.</p>



### Other Carlsberg skiing activities

<p><i>What other ski sponsorships does Carlsberg have within skiing?</i></p>	<p>Carlsberg has hosted the Alpine World Ski Championships since 1999. This included Vail/Beaver Creek (99), St Anton (01), St. Moritz (03), Bormio (05) and Are (07). In addition Carlsberg has sponsored numerous Alpine World Cup races since 1997 over that same period – particularly in the US, Canada, Scandinavia, Italy and Switzerland.</p>
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### The competition

<p><i>What is Verbier High Five?</i></p>	<ul style="list-style-type: none"> <li>• Verbier High Five by Carlsberg” is an event which started in 2000 and that takes place every year in Verbier, at the end of the ski season.</li> <li>• Carlsberg is the main sponsor and founder of the event. Together with its co-sponsors Carlsberg provides the public with a sporting and leisure “life-style” event. TeleVerbier, Verbier Tourism and Commune of Bagnes are contributing partners of the Carlsberg invented event.</li> <li>• The event centers on the unique concept of combining professional and recreational skiing. They meet in the Carlsberg after-ski environment.</li> <li>• Some of the best top-ranking professional skiers and snowboarders from around the world come to Verbier to meet, compete and party with the public and crowd of amateurs participating. The present “High Five” embraces 5 disciplines and combines alpine and snowboarding techniques.</li> <li>• The Verbier High Five by Carlsberg is not part of the official FIS circuit although we work closely with the ski clubs in Verbier (which are affiliated to the Swiss Ski Federation?)</li> </ul>
<p><i>Which pros will participate this year?</i></p>	<p>Current round-up of 2009 pro-skiers:</p> <p><b>Men:</b> Didier Défago (SUI), Didier Cuche (SUI), Mattias Hargin (SWE), William Besse (SUI) and Sandro Viletta (SUI), André Myhrer (SWE)</p> <p><b>Women:</b> Lindsey Vonn (US), Maria Riesch (GER), Julia Mancuso (US), Fränzi Aufdenblatten, (SUI), Chemmy Alcott (GB) and Sylviane Berthod (SUI); Tina Maze (SLO) and Marie Marchand-Arvier (FRA).</p> <p><b>Snowboarders:</b> Alex Coudray (SUI), Jonas Emery (SUI), Mike Aeschbach (SUI) and Xavier Jordan (SUI)</p>



<p><i>Which pros participated last year?</i></p>	<table border="0"> <tr> <td>Daniel Albrecht</td> <td>William Besse</td> <td>Marco Büchel</td> </tr> <tr> <td>Didier Cuche</td> <td>Didier Défago</td> <td>Antoine Dénériaz</td> </tr> <tr> <td>Edgar Grospiron</td> <td>Aksel Lund Svindal</td> <td>Bertand Denervaud</td> </tr> <tr> <td>Guillaume Nantermod</td> <td>Xavier Jordan</td> <td>Mike Aeschbach</td> </tr> <tr> <td>Fränzi Aufdenblatten</td> <td>Chemmy Alcott</td> <td>Sylviane Berthod</td> </tr> <tr> <td>Janette Hargin</td> <td>Julia Mancuso</td> <td>Spela Pretnar</td> </tr> <tr> <td>Claudia Riegler</td> <td>Lindsey Vonn-Kildow</td> <td></td> </tr> </table>	Daniel Albrecht	William Besse	Marco Büchel	Didier Cuche	Didier Défago	Antoine Dénériaz	Edgar Grospiron	Aksel Lund Svindal	Bertand Denervaud	Guillaume Nantermod	Xavier Jordan	Mike Aeschbach	Fränzi Aufdenblatten	Chemmy Alcott	Sylviane Berthod	Janette Hargin	Julia Mancuso	Spela Pretnar	Claudia Riegler	Lindsey Vonn-Kildow	
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<p><i>What are the competitor limitations?</i></p>	<ul style="list-style-type: none"> <li>We allow a maximum of 300 competitors (including the Pros). Entry is by chronological order. You will receive personal confirmation from the organizers (participation is only valid when payment has been registered). On site registration is also possible within the number limitation of 300.</li> </ul>																					
<p><i>Who can participate in the event?</i></p>	<ul style="list-style-type: none"> <li>Participants must be 18 years or older.</li> </ul>																					
<p><i>How and when do I sign up?</i></p>	<p>On-line registration is now closed. Only very limited number of spots will be available on site for signing up when you arrive in Verbier. The address to come and register in Verbier on Friday 3rd and Saturday morning 4th April is: The Verbier High Five by Carlsberg, at the Garage Téléverbier, Médran, Verbier.</p>																					
<p><i>What is the cost of entry?</i></p>	<ul style="list-style-type: none"> <li>Entry cost: There is an entry fee of CHF 60/ € 40. This fee <u>includes</u> a race-bib, an exclusive limited-edition Alpina ski helmet and a beer voucher which can be used at the Carlsberg After Ski party at Pub Montfort.</li> </ul>																					
<p><i>How are the participants divided and how does the ranking work?</i></p>	<ul style="list-style-type: none"> <li>Categories: There are separate categories for "men" and "women", and "alpine ski" and "snowboard" (all other gliding devices will be classified in the alpine ski categories).</li> <li>Ranking: Individual ranking will be made after the 4 first disciplines. Only the best participants of each category will be qualified for the final parallel slalom. Each participant will be racing in a team composed by a pro skier and an amateur.</li> </ul>																					
<p><i>Limited liability:</i></p>	<ul style="list-style-type: none"> <li>Each skier participates in the event at his or her own risk and personal liability. Carlsberg strongly recommend each skier to be covered by a personal accident insurance including coverage during participation in such events. Each skier must</li> </ul>																					



	<p>take into consideration the related risk of such event, as it shall be highlighted that Carlsberg limits their liability to the widest extent possible under applicable law for incidents occurring during the event. Carlsberg reserves the right to intervene with any skier if it considers his or her safety is at risk.</p>
<p><i>What are the “High Five” disciplines and how does the competition work?</i></p>	<p>The five disciplines combines alpine and snowboarding techniques:</p> <ul style="list-style-type: none"> <li>• Giant Slalom: 800m classical giant slalom. Whilst shorter than a FIS GS, it is better-suited to amateur skiers, whilst long enough for a Pro to express his/her talents. It is raced individually and the fastest wins.</li> <li>• Speed Monster: A well-prepared and steep downhill course which has a speed measurement device after 120m. It is raced individually and the fastest wins.</li> <li>• Big Bad Border Cross: A 400m long course with high-banked turns and obstacles, which is contested by 4 skiers at a time. The first to finish is the winner.</li> <li>• Carlsberg Triathlon: Each year, the three disciplines of the triathlon are kept secret until the event takes place.</li> <li>• Parallel Slalom: This is the final discipline open only for the best skiers in each category. It is a team race and each team comprises a pro and an amateur.</li> </ul> <ul style="list-style-type: none"> <li>• In order to reach the 5th discipline (parallel slalom) you have to be qualified through the 4 other disciplines. The participants are put into 4 various categories, alpine ski man and woman, snowboard man and woman. The 4 best participants in each category will be qualified for the parallel slalom. The participants are invited to race the 4 disciplines. Groups of app. 70 participants are racing one discipline, while another group of app. 70 participants is racing the other discipline and so on. The pros are racing as a group at very specific times, so that the speakers, the public and the cameras can follow them. At the end of the competitions the data is analyzed and the qualified competitors for the parallel are announced. After this the amateurs and pros are racing in teams.</li> </ul>

### Public viewing areas

<p><i>Does it cost anything to watch the event?</i></p>	<p>No, it is free for all members of the public to ski to the area around the Chalet Carlsberg where they can watch the event.</p>
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### Security & safety

<p><i>As a sponsor and also an exclusive supplier of beer what</i></p>	<p>As a sponsor and partner Carlsberg supports a safe and attractive event. We will obviously comply with all recommendations in regard to security</p>
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<p><i>is Carlsberg's view on security and safety questions?</i></p>	<p>from TeleVerbier and:</p> <ul style="list-style-type: none"> <li>• Skiers must be over 18 years, glide on skis or snowboards and wear our helmets. Helmets in all disciplines are obligatory; the helmet is supplied by the organizer and handed out at the time of registration.</li> <li>• By contributing to a safe and attractive event, Carlsberg reserves the rights to interrupt any race where personal safety is considered as being in risk. Further we highly recommend each participant to have a personal accident insurance (see above) without any limitations in coverage during such events, as Carlsberg limits their liability to the widest extent possible under applicable law for claims arising out of the event.</li> <li>• We are confident that this will ensure all skiers and spectators of a sense of well-being and a feeling of security, which is obviously in Carlsberg's interest.</li> </ul>
	<p>The High Five competition area is defined and protected by nets. Within the area many volunteers are on the courses and make sure no one is crossing while the competition is on going. Téléverbier and the local authorities are responsible for the overall security of the ski area.</p>

### Mixing beer and sports

<p><i>Do you think an alcoholic brand is the right sponsor for a major, sporting event like Verbier High Five?</i></p>	<p>The role of sports sponsorships – and our marketing campaign in general - is to strengthen brand loyalty and encourage brand switching, not to encourage irresponsible consumption.</p> <p>Carlsberg has successfully supported skiing and other sports such as football consistently through major sponsorships since the early 1980'ies. We wish to create excitement, bring people together and add to the enjoyment of life for after ski atmosphere.</p> <p>At the same time we encourage responsible consumption and our marketing activities, advertising and sponsorships are conducted under our Code of Marketing Practice, which prescribes that our marketing activities:</p> <ul style="list-style-type: none"> <li>• Target adults only,</li> <li>• That our sales and marketing activities shall comply with national and international legal requirements,</li> </ul> <p>We support campaigns and other activities that discourage underage drinking and irresponsible drinking.</p>
<p><i>Why does Carlsberg combine</i></p>	<p>For many skiers having a good time at the after-ski is as important as the</p>



<i>skiing and beer?</i>	skiing itself, and beer has a natural place in this setting.
<i>Does a sponsorship like this help encourage young people to drink more?</i>	No, we do not believe so. In our experience it strengthens brand loyalty and encourages brand switching, but it does not encourage increased consumption.
<i>Will Carlsberg beer be sold during the High Five Event?</i>	Yes, Carlsberg wishes to create excitement, bring people together and add to the enjoyment of life for the skiers and spectators, so they will be able to enjoy the competition with a refreshing beer. Our beer is served at the Opening/Award Ceremony on the "Médran square" in the village of Verbier, at Chalet Carlsberg (not in the ski area outside of the bars/restaurants area), at the after-ski at Pub Montfort as well as at several other local bars/restaurants in the village of Verbier. All outlets serve regular strength Carlsberg as well as non alcoholic Carlsberg.
<i>How does sport and alcohol go together?</i>	Alcohol and athletes do not combine on sports-field, whereas many spectators like to enjoy beer around sport events and especially for the after skiing. We encourage participants to be responsible and drink accordingly.
<i>How do you then explain the previous years Carlsberg Triathlon where the participants compete in an attempt to grab and be the first to drink a bottle of Carlsberg beer whilst being attached to an elastic band?</i>	Your are right that such discipline was part of the previous event, however, we are aware of this issue, and consequently you will not see any Carlsberg bottles in relation with the actual sporting activity, but only at the after skiing will the party start once the skiing is ended.

### **Responsible consumption and social behavior + under-age and abusive drinking**

<i>What does Carlsberg actually do to "campaign" against excessive drinking?</i>	<p>Carlsberg supports safe skiing both on and off the piste, and wish to remind skiers to drink responsible.</p> <p>We actively use the responsible slogan "<i>Ski with passion, after-ski with care - Carlsberg supports the responsible celebration of a great day on the Mountain</i>" and "<i>Carlsberg - Properly the best after ski in the world</i>" in our communication during the competition in Verbier. We communicate this message on banners and tabletents at the after ski area during the Verbier High Five competition.</p> <p>Our marketing activities, advertising and sponsorships are conducted under our Code of Marketing Practice, which prescribes that our marketing activities are:</p> <ul style="list-style-type: none"> <li>• targeted at adults only,</li> <li>• that our sales and marketing activities shall comply with national and international legal boundaries.</li> </ul> <p>Besides all our outlets serve regular strength Carlsberg as well as non</p>
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	alcoholic Carlsberg.
<i>What is Carlsberg's view on drinking and driving (skiing) and which actions do you take during the competition</i>	<ul style="list-style-type: none"> <li>• Carlsberg encourage active enforcement of existing local regulation to minimize drinking and driving and we support actively efforts to deter people from drinking and driving.</li> <li>• Drinking and skiing should not be mixed. A beer consumed by adults together with a meal is fine, Non-alcoholic beer will be available as a good alternative to quench your thirst.</li> </ul>
<i>What is Carlsberg's view towards young people and their consumption of alcohol and which actions do you take during this event</i>	<ul style="list-style-type: none"> <li>• We condemn illegal sales of alcohol to minors and encourage effective enforcement of relevant local legislation. Besides, the public who can race with /against the professional skiers must be over 18 years. Accordingly, all participants are older than 16 years which is the drinking age in Switzerland.</li> <li>• Our marketing activities, advertising and sponsorships are conducted under our Code of Marketing Practice, which prescribes that our marketing activities are targeted at adults only. All models should be over 23, they must also look, dress and behave over 23.</li> <li>• Furthermore, we support activities that discourage misuse and irresponsible drinking.</li> </ul>
<i>How does Carlsberg handle the age issue that the drinking ages in Switzerland is 16 years, while countries like Denmark, Russia and Finland impose 18 years?</i>	<ul style="list-style-type: none"> <li>• You are right, this might happen, but this is an issue that Carlsberg cannot control. Carlsberg does not sell the beer to the public. This is done by the local bars that we do not operate. They should in all cases adhere to local legislation and respect advice from authorities.</li> </ul>
<i>Does Carlsberg think it is ok to serve beer to 16 year olds?</i>	<ul style="list-style-type: none"> <li>• Our products are sold in more than 150 markets all over the world, and we conduct our business in accordance with internationally recognized standards and local regulations.</li> <li>• The drinking age in Switzerland is the decision of that country's legislators, and Carlsberg always respects local legislation.</li> <li>• In our advertising we do not use models that appear to be under 23 years old.</li> </ul>
<i>How does Carlsberg ensure that minors are not buying and drinking beer</i>	<ul style="list-style-type: none"> <li>• The bars are operated by a local bar owners. Carlsberg does not operate the bars and has no influence on this issue. However, as is stated in our Beer Awareness Program we "condemn illegal sales of alcohol to minors and encourage effective enforcement of relevant local legislation".</li> <li>• We are confident that the local bar owners are taking their responsibility seriously and we are aware that the bars have been instructed to follow the laws, and we expect them to do so.</li> </ul>



<p><i>Does Carlsberg think it is ok that people are drinking a lot more beer during their ski vacation?</i></p>	<ul style="list-style-type: none"> <li>• Of course not. We actively promote responsible drinking and that consumers avoid to drink our brands irresponsibly during their ski vacation. Through our marketing activities we aim to persuade consumers to switch their brand preference to our brand instead of competing brands – and to drink responsibly.</li> <li>• For instance on all our advertising for skiing we communicate: "<i>Ski with passion, after-ski with care - Carlsberg supports the responsible celebration of a great day on the Mountain</i>". "<i>Carlsberg - Properly the best after ski in the world</i>"</li> </ul>
<p><i>Does Carlsberg think it is ok to present your beer together with bikini drinking girls in hot tubs?</i></p>	<ul style="list-style-type: none"> <li>• First of all there is no problem with presenting our product in a social setting, e.g. a group of friends enjoying a drink together. However, it is true that last year some of the professional skiers had their pictures taken in a hot tub, but these were press pictures taken on their own account. Nevertheless, we certainly do not want to convey the message that drinking our brand is linked with sexual attractiveness.</li> </ul>

### Carlsberg + Children + skiing

<p><i>Does Carlsberg think it is ok that children are exposed to beer commercials when families attend a ski event like this one?</i></p>	<p>On the contrary, our Code of Marketing Practice prescribes that our marketing activities are targeted at adults only. For instance, in our advertising:</p> <ul style="list-style-type: none"> <li>• we never use models who look or behave like people below the age of 23.</li> <li>• we avoid the use of celebrities with a significant underage following,</li> <li>• we avoid cartoon characters that might appeal to children,</li> <li>• we never promote Carlsberg in media, events or programs where the majority of the audience are known to be minors.</li> <li>• That being said, it is not up to Carlsberg to decide what is ok for children to watch, but we take our responsibility very seriously.</li> <li>• We know that children are exposed to many types of communication daily and that parents have an important role to play in guiding and instructing their kids.</li> <li>• Children are not likely to watch the competition on their own, and would be accompanied by an adult.</li> </ul> <p>Besides, the participants must be over 18 years in order to take part in the race. Accordingly, no children are allowed in the actual competition.</p>
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