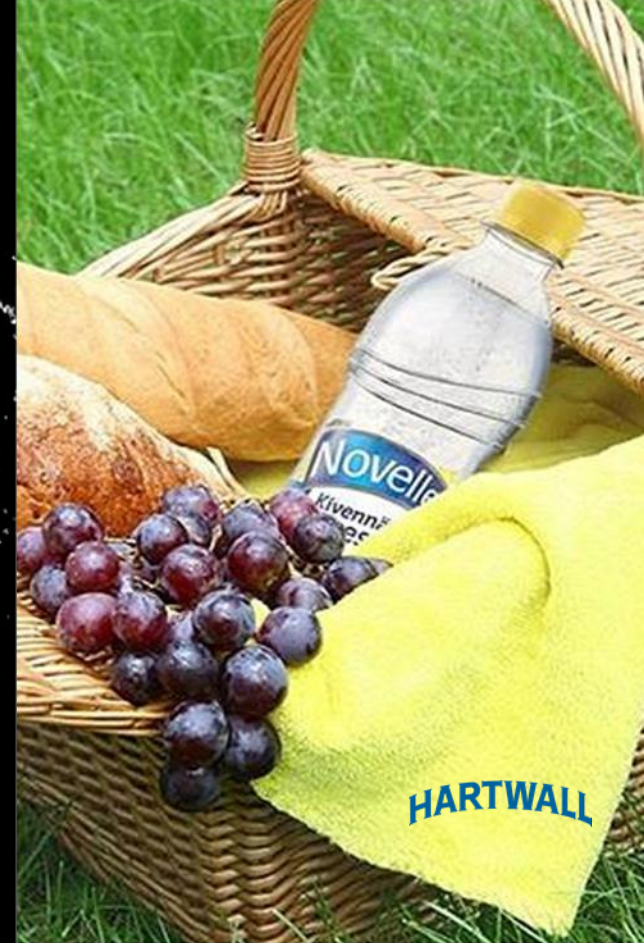




Royal Unibrew A/S

SEB Nordic Seminar, Copenhagen

by Henrik Brandt, President & CEO
9 January 2014

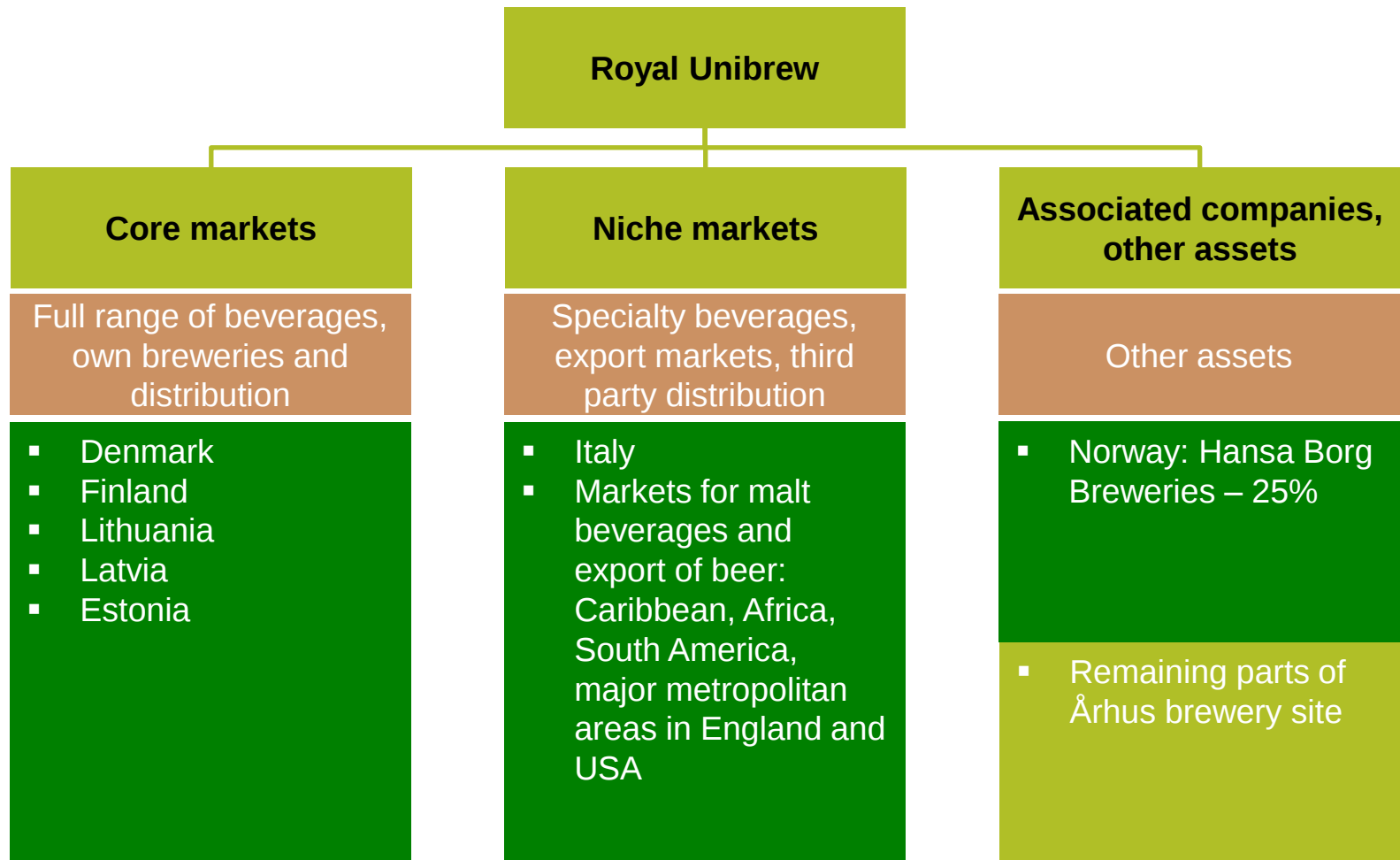


Focus on:

- Markets and segments in which Royal Unibrew holds or may achieve a considerable position
- Innovation and development of Royal Unibrew's products and brands
- Operational efficiency
- Maintaining Royal Unibrew's financial flexibility, competitiveness and strategic maneuverability through an appropriate capital structure



Royal Unibrew after acquisition of Hartwall in Q3 2013



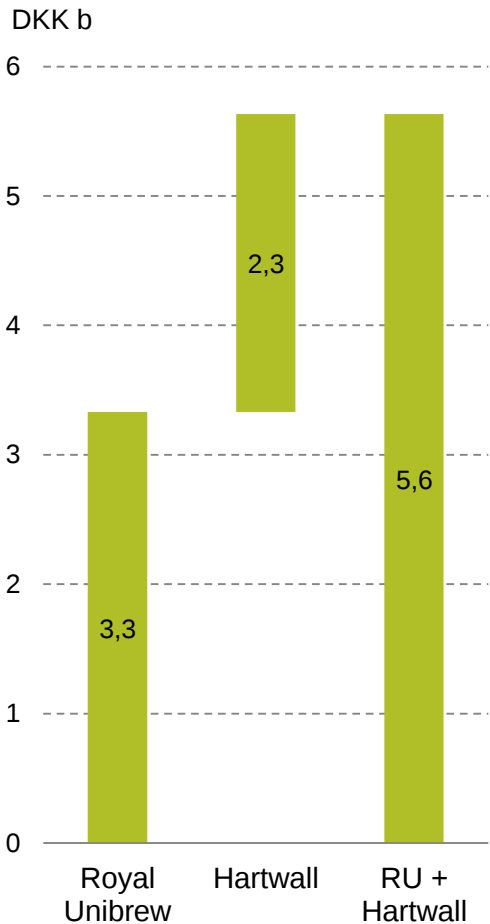
Royal Unibrew is a leading regional brewery group

Hartwall acquisition takes Royal Unibrew to a new level

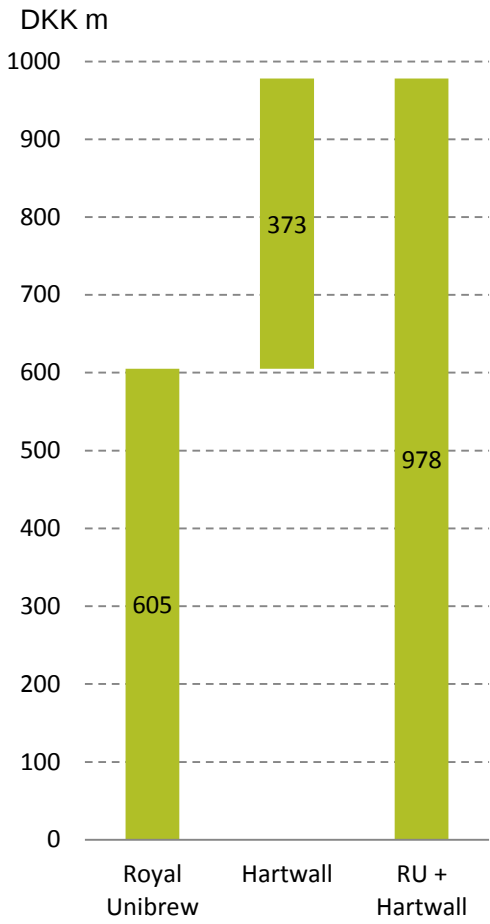
5 million more consumers



Net revenue up 70%*



EBITDA close to DKK 1b*



* Based on full year 2012 figures, DKK

Hartwall – multi-beverage portfolio characterized by iconic brands and innovation

Cider & RTD

- Best known cider
 - 18% market share
- RTD most preferred brand
 - 48% market share

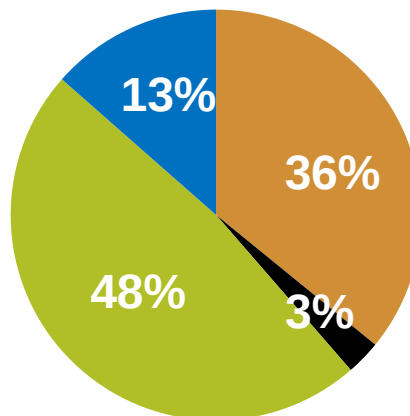


Soft drinks & waters

- #2 in energy drinks
 - 26% market share
- Strongest water brand
 - 34% market share



Volume split



Beer

- #2 in branded beer
 - 22% market share



Other

- Top selling wine and spirit products
 - 8% market share



Transaction rationale

It is Royal Unibrew's strategy to be a focused strong regional brewer within beer, malt beverages and soft drinks holding leading positions in the markets or the segments in which we operate

- **In line with corporate strategy**
 - Expansion of a strong Nordic/Baltic platform – solid #2 position in the region
 - Improved reach and strengthened partnerships
- **Market position in line with strategy**
 - Hartwall's position as clear #2 in Finland fits with our ambition of building leading positions
- **Within our core competencies**
 - Hartwall is a multi-beverage company operating in a mature market with border trade; an environment very similar to Denmark
 - Leveraging Danish competencies of development and efficiency improvements
 - Partnership with management and employees; exchange of best practices

Strategy

Focus

Competencies

Royal Unibrew and Hartwall - a good strategic match

Transaction rationale – growing the earnings base

(Pro forma 2012 figures)

Million DKK	Royal Unibrew*	Hartwall	Combined
Volume, HL m	5.4	3.0	8.4
Revenue	3,330	2,302	5,632
EBITDA	605	373	978
EBIT	480	209	689
EBITDA margin, %	18.2	16.2	17.4
EBIT margin, %	14.4	9.1	(11,7**) 12.2
Employees	1,635	862	2,497

* Excluding Impec. ** EBIT-margin including estimated amortisation derived from the acquisition.

- Unique chance to create a stronger and more diversified business platform
- Larger and broader earnings base and expansion of portfolio of own brands

Financial implications and long-term targets

- Acquisition to boost revenue and operating profit
- Acquisition expected to lift net profit and earnings per share before integration costs from 2014
- Dividends and share buy-backs on hold until 2015 to accelerate debt reduction
- Future distributions to be based on higher earnings and larger cash flow

	Targets	Status
Equity ratio	• Minimum 30%	• Unchanged target
NIBD/EBITDA	• Maximum 2.5x	• Unchanged target
Ordinary distribution	• 40-60% of net result • Share buy-backs	• Unchanged policy, dividends and share buy-backs expected to be resumed in 2015
Extraordinary distribution	• DKK 500m	• Remaining program cancelled (DKK 400m)
Earnings	• EBIT margin of 14%	• NEW: EBIT margin of 13%

Q3 2013: Strengthening of market positions and result

- Organic volume increase of 11%
- Organic net revenue increase of 10%
- Strengthening of market positions
- Continued solid growth of Malt Beverages
- Organic EBIT increase of 11% to DKK 449m
- Free cash flow of DKK 357m
- Hartwall performance as expected and integration on track
- Divesture of the Aarhus site progressing as expected
- RU FY2013 outlook slightly increased



DKKm

P&L items:	1-3Q2013	1-3Q2012	% change
Net revenue	3.056	2.670	14%
Gross margin	51,6%	50,7%	2%
EBIT	449	400	12%
EBIT margin	14,7%	15,0%	-2%
Profit before tax	447	397	13%
Consolidated profit	356	299	19%
Balance sheet items:			
Net interest bearing debt	2.604	404	544%
Net working capital	-583	-171	241%
Total assets	7.235	3.063	136%
Equity	2.025	1.336	52%
Equity ratio	28,0%	43,6%	-36%

Outlook 2013 including Hartwall as of closing

DKK million	Updated Outlook 2013*	Previous Outlook 2013*	Actual 2012**
Net revenue	4,340 – 4,425	4,065 – 4,225	3,430
EBITDA	695 – 735	655 – 720	611
EBIT	510 – 550	460 – 525	485

* Before integration cost but including DKK 15m in transaction cost

** In 2012 net revenue of DKK 100m, EBITDA of DKK 6m, and EBIT of DKK 5m was realized in Impec

Q & A

DISCLAIMER:

This announcement contains “forward-looking statements”. Undue reliance should not be placed on forward-looking statements because they relate to and depend on circumstances that may or may not occur in the future and actual results may differ materially from those in forward-looking statements. Forward-looking statements include, without limitation, statements regarding our business, financial circumstances, strategy, results of operations, financing and other plans, objectives, assumptions, expectations, prospects, beliefs and other future events and prospects. We undertake no obligation, and do not intend to publicly update or revise any of these forward-looking statements, unless prescribed by law or by stock exchange regulations.





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Largest shareholders

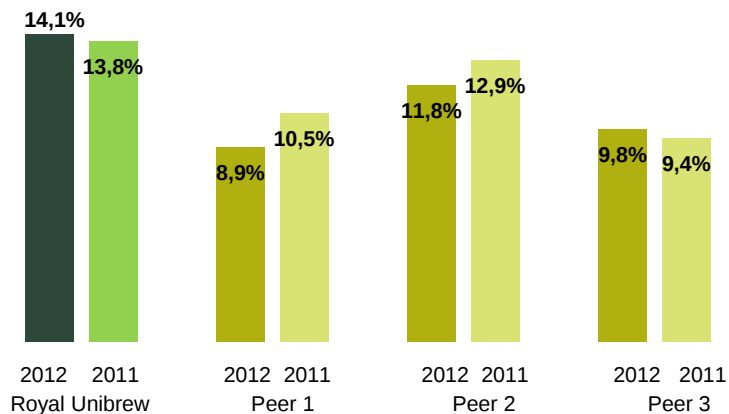
- Chr. Augustinus Fabrikker A/S – 11%
- Hartwall Capital Oy Ab – 9,4%
- Skagen – 8,9%
- ATP – 5,2%
- Approx 17,000 shareholders in total

One share class

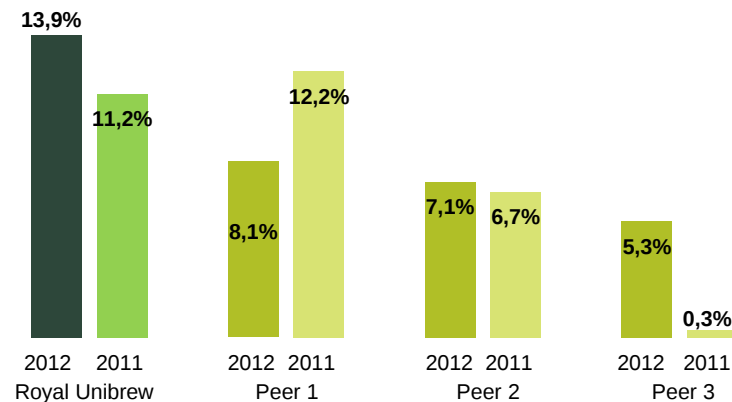
No restrictions in ability to pay dividend or buy back shares

Solid performance vs. peers 2012/2011

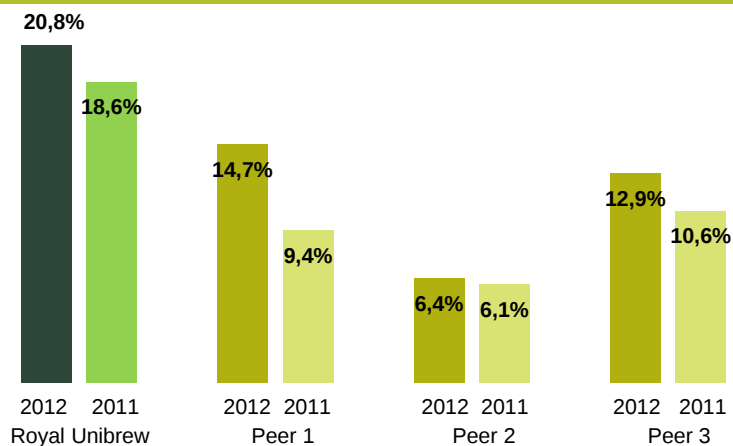
EBIT margin (Comparable geography)



Free cash flow - % of revenue



Return on invested capital



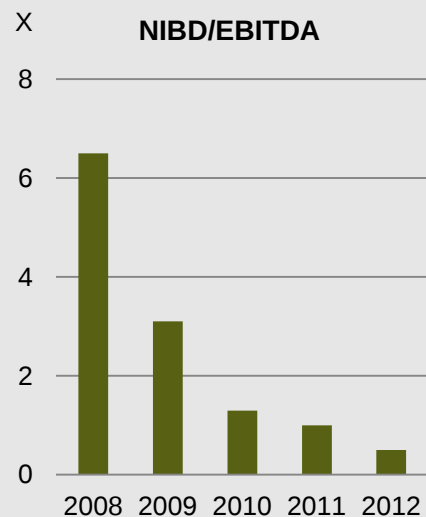
Cash return to shareholders



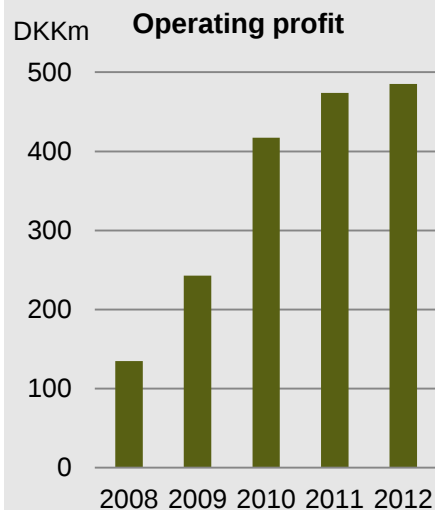
Note: Where relevant, performance figures have been adjusted to eliminate differences caused by non-allocation of central cost

Turnaround initiated late 2008

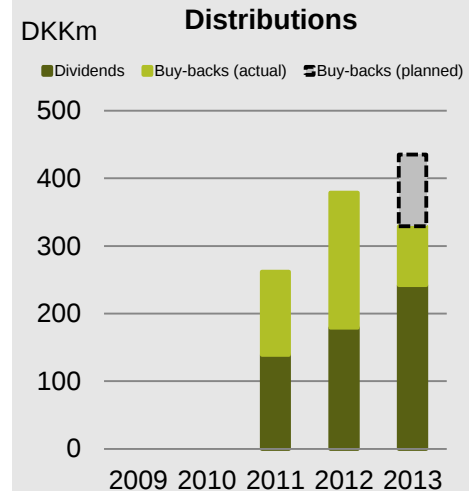
Operating improvements and sale of non-core assets



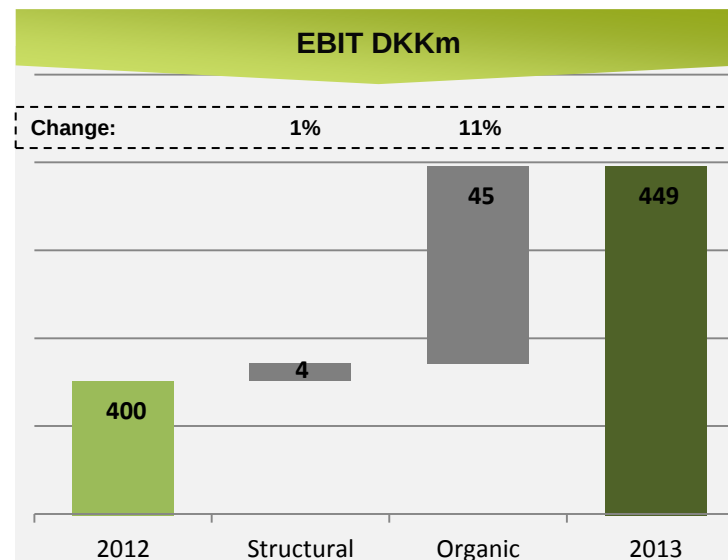
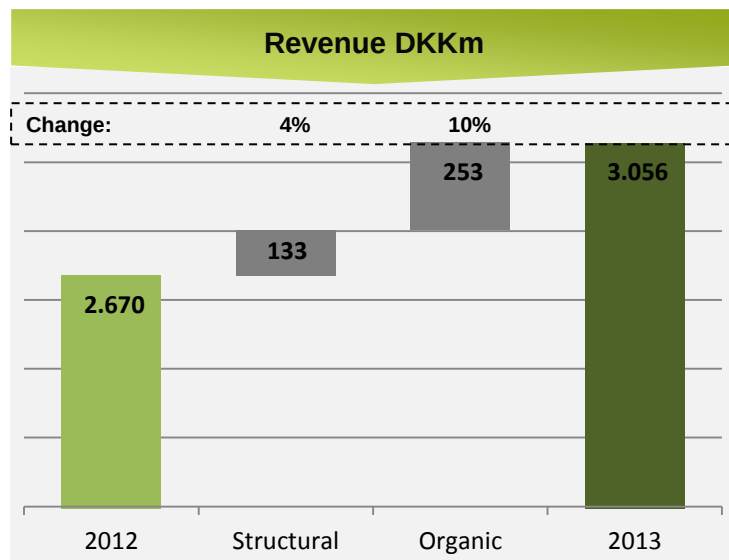
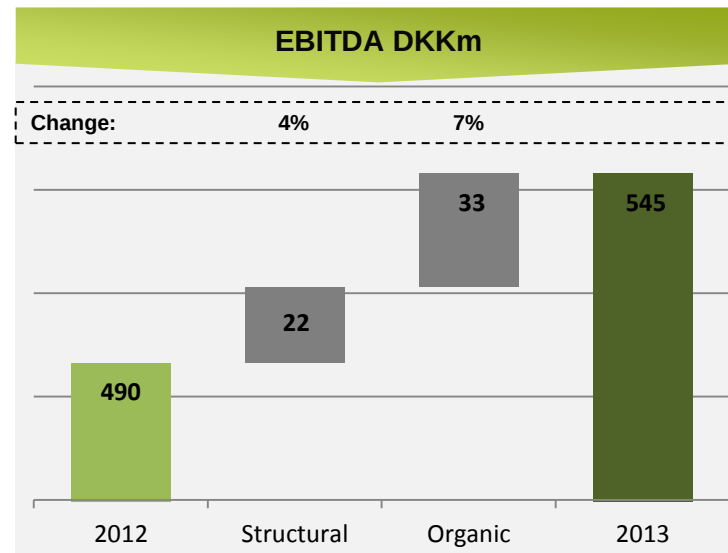
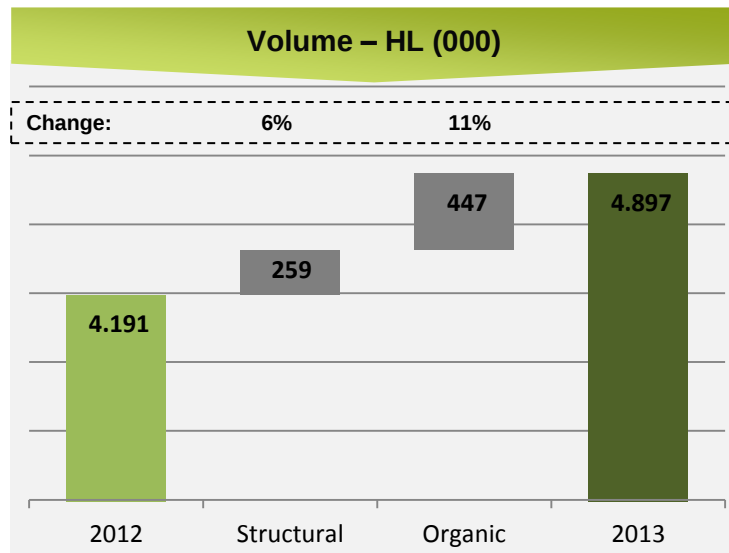
Several commercial efforts and efficiencies



Creating shareholder value



Q3 2013: Organic increase in net revenue and EBIT

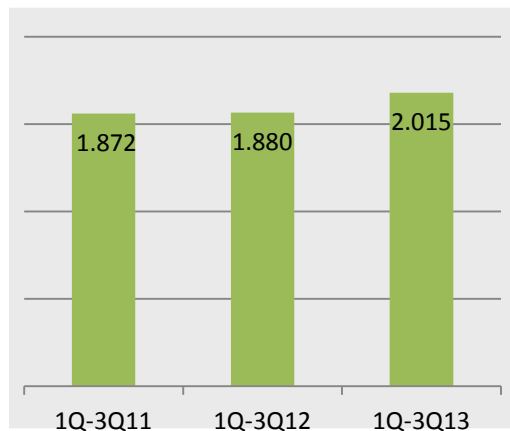


Q3 2013:

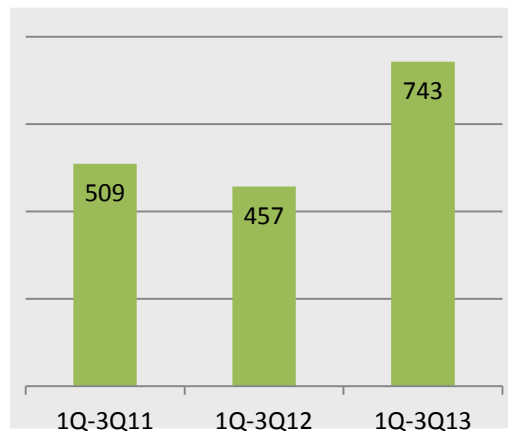
EBIT up in Western & North East Europe. Unchanged in Malt Beverages.
EBIT-margin up in all segments

Western Europe

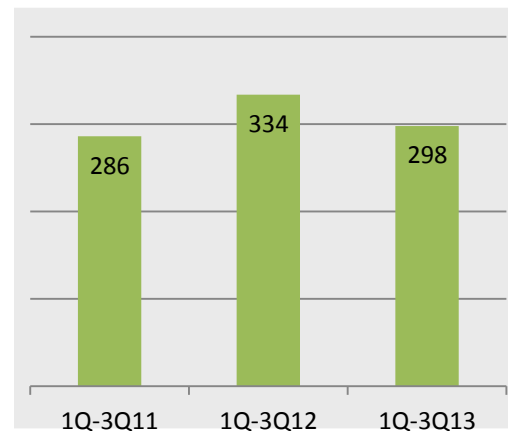
Net revenue DKkm



North East Europe

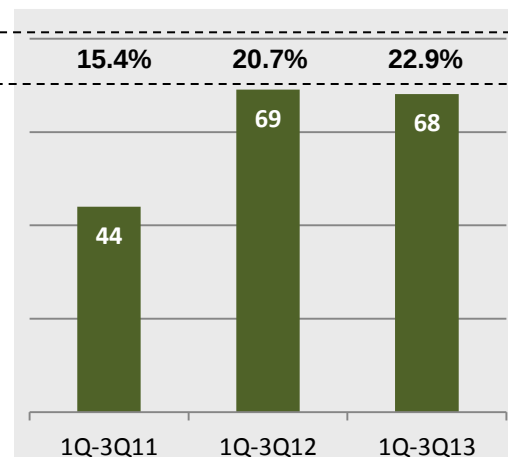
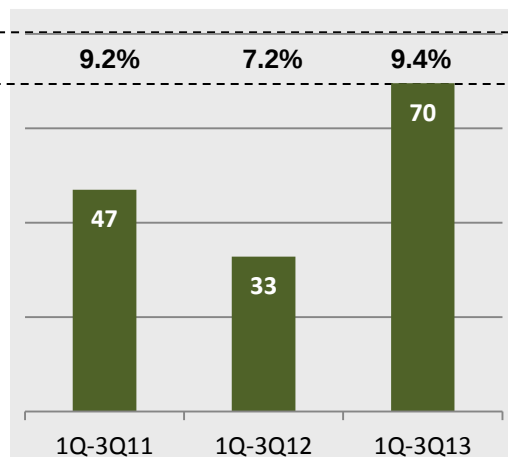
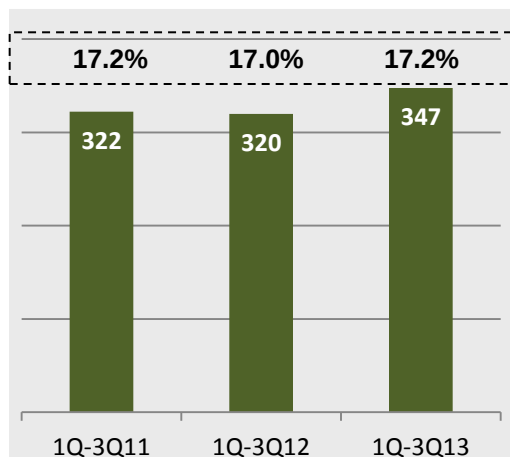


Malt Beverages



Margin

EBIT DKkm



Q3 2013: Hartwall acquisition

- EV of DKK 3.3 billion
- Paid to Heineken for 100% of the shares in Hartwall DKK 2.8 billion
- NIBD in Hartwall DKK -109 million
- Difference from EV to is cash payment to Heineken
 - Factoring for accounts receivables
 - Various regulations agreed with Heineken
- Consolidation as of 23 August 2013

Q3 2013: Hartwall integration

- Progressing as planned
- New Finnish CEO in place late October
- Focus on the commercial agenda
- Focus on disentanglement
- Focus on integration opportunities