



Notice of the Extraordinary General Meeting in Royal Unibrew A/S

August 26, 2013

COMPANY ANNOUNCEMENT No 39/2013 — 26 August 2013

To the shareholders of Royal Unibrew A/S

CVR No 41956712

The Board of Directors of Royal Unibrew A/S hereby gives notice of an Extraordinary General Meeting of the Company

Thursday 26 September 2013 at 09:00 am

at Royal Unibrew A/S, Faxe Brewery, Faxe Alle 1, DK-4640 Faxe

with the following agenda:

Election of a new member to the Board of Directors

The Board of Directors proposes that Karsten Mattias Slotte be elected new member of the Board of Directors.

The Board of Directors proposes that Karsten Mattias Slotte, who is President and CEO at Oy Karl Fazer Ab, Finland, be elected new member of the Board of Directors for the period until the next Annual General Meeting.

Following the election, the Board of Directors consists of seven members elected by the general meeting and three members elected by the employees.

Karsten Mattias Slotte

Born 1953. Karsten Mattias Slotte is President and CEO at Oy Karl Fazer Ab, Finland, where he since 1997 has been employed in various senior positions. Karsten M. Slotte has a strong, national and international leadership profile within FMCG (Fast Moving Consumer Goods) from both Oy Karl Fazer Ab and from various other international companies within FMCG including Leipurien Tukku and Finnsugar.

Karsten M. Slotte is a member of the board of Onninen Oy, Finnish-Swedish Chamber of Commerce, Fiskars Oyj, VARMA, Registered Association Finnish-Russian Chamber of Commerce (FRCC), and Oriola-KD Corporation.

Karsten M. Slotte is nominated as an independent member of the Board of Directors according to recommendation 3.2.1 of the Danish Recommendations on Corporate Governance issued by the Committee on Corporate Governance.

The above information on the background, board and managerial duties of the nominee is available at www.royalunibrew.com (Investor).

Adoption requirements, share capital, record date, attendance and voting right

The proposal may be passed by a simple majority.

The Company's share capital of a nominal amount of DKK 110.985.000 is divided into shares of DKK 10 or multiples hereof. Each share of DKK 10 entitles the holder to one vote.

The date of registration is Thursday 19 September 2013. The right to participate and vote, including by postal vote or issue of proxy, is assessed on the basis of registration in the Company's register of shareholders at that date and on the basis on notifications of ownership received by this date for entry in the register of shareholders.

Shareholders holding shares in the Company on the record date are entitled to attend and vote at the Extraordinary General Meeting. Moreover, in order to attend, the shareholder must have obtained an admission card within the time limit as described below.

Requesting an admission card

In order to attend the Extraordinary General Meeting, the shareholder must have obtained an admission card not later than Friday 20 September 2013 at 23:59. Admission cards may be obtained either through VP Investor Services' website, www.vp.dk/gf, www.royalunibrew.com (click Investor — Investor Portal) or from VP Investor Services by telephone +45 43 58 88 93 or by fax +45 43 58 88 67. Moreover, the registration form may be downloaded from www.royalunibrew.com (click Investor — General Meeting). If the form is used, it must be completed, signed and sent by ordinary mail to VP Investor Services, Weidekampsgade 14, PO Box 4040, DK-2300 Copenhagen S, by fax: +45 43 58 88 67 or as a scanned copy to vpinvestor@vp.dk within the deadline.

Proxy

Proxy may be granted either through VP Investor Services' website, www.vp.dk/gf, or through www.royalunibrew.com (click Investor — Investor Portal) (requires electronic access code) not later than Friday 20 September 2013 at 23:59. Moreover, the proxy form may be downloaded from www.royalunibrew.com (click Investor — General Meeting). If the form is used, it must be completed, signed and sent by ordinary mail to VP Investor Services, Weidekampsgade 14, PO Box 4040, DK-2300 Copenhagen S, by fax: +45 43 58 88 67 or as a scanned copy to vpinvestor@vp.dk within the deadline.

Written votes

Shareholders may vote in writing by letter either through VP Investor Services' website, www.vp.dk/gf, or through www.royalunibrew.com (click Investor — Investor Portal) (requires electronic access code) not later than Wednesday 25 September 2013 at 12:00. Moreover, the postal voting form may be downloaded from www.royalunibrew.com (click Investor — General Meeting). If the form is used, it must be completed, signed and sent by ordinary mail to VP Investor Services, Weidekampsgade 14, PO Box 4040, DK-2300 Copenhagen S, by fax: +45 43 58 88 67 or as a scanned copy to vpinvestor@vp.dk within the deadline.

Questions from shareholders

Shareholders may inquire into the agenda, documents for the purpose of the Extraordinary General Meeting, etc. by written inquiry to the Company's investor relations office, Faxe Allé 1, DK-4640 Faxe.

Other information

The following documentation is available on the Company's website, www.royalunibrew.com (click Investor — General Meeting):

- Notice of the Extraordinary General Meeting;
- Total number of shares and voting rights on the date of the notice;
- The documents to be presented at the Annual General Meeting;
- The agenda and the complete proposed resolutions; and
- Forms to be used if voting by proxy or by postal vote.

Faxe, 26 August 2013

On behalf of the Board of Directors

Kåre Schultz

Chairman of the Board of Directors

The Announcement has been prepared in Danish and English. In case of discrepancy, the Danish version shall prevail.