



Reporting according to the Danish Securities Trading Act section 28 a


May 2, 2014

COMPANY ANNOUNCEMENT NO 12/2014 — 2 MAY 2014

In accordance with section 28 a of the Danish Securities Trading Act, Royal Unibrew shall hereby report on behalf of the below senior executive the following information regarding the managerial staff's and their connected persons' transactions with Royal Unibrew's shares and associated securities.

Name	Lars Jensen
Reason	CFO
Issuer	Royal Unibrew A/S
Securities ID	DK0010242999
Title	Shares
Transaction	Purchase
Trading date	2 May 2014
Market	NASDAQ OMX Copenhagen A/S
Number, pcs.	472
Market price in DKK	399,438.-

Name	Helle Luttermann
Reason	Partner - Lars Jensen
Issuer	Royal Unibrew A/S
Securities ID	DK0010242999
Title	Shares
Transaction	Purchase
Trading date	2 May 2014
Market	NASDAQ OMX Copenhagen A/S
Number, pcs.	236
Market price in DKK	199,719.-

Please direct any queries to me at tel. +45 56 77 15 13 .

Yours sincerely

Royal Unibrew A/S

Henrik Brandt

CEO