



Reporting according to the Danish Securities Trading Act section 28 a

May 7, 2015

Company Announcement no 15/2015 — 7 May 2015

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	Margit Risager-Jørgensen
Reason	Partner — Martin Alsø
Issuer	Royal Unibrew A/S
Securities ID	DK0060634707
Title	Shares
Transaction	Purchase
Trading date	7 May 2015
Market	NASDAQ OMX Copenhagen A/S
Number, pcs.	100
Market price in DKK	24,830.-

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

Yours sincerely

Royal Unibrew A/S

Henrik Brandt

CEO