



Transactions by persons discharging managerial responsibilities and/or persons closely associated

March 4, 2021

COMPANY ANNOUNCEMENT NO 10/2021 – 4 MARCH 2021

Pursuant to article 19 of regulation (EU) no. 596/2014 of the European Parliament and of the Council on market abuse Royal Unibrew A/S has received notification of the below transactions related to shares in Royal Unibrew A/S made by persons discharging managerial responsibilities in Royal Unibrew A/S and/or persons closely related with them.

Royal Unibrew A/S hereby makes public pursuant to article 19(3) of regulation (EU) no. 596/2014 of the European Parliament and of the Council on market abuse the information on the below transaction related to shares in Royal Unibrew A/S made by persons discharging managerial responsibilities in Royal Unibrew A/S and/or persons closely related with them.

1

Details of the person discharging managerial responsibilities/person closely associated

a)

Name

Lars Jensen

2

Reason for the notification

a)

Position/status

CEO

b)

Initial notification/Amendment

Initial Notification

3

Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a)

Name

Royal Unibrew A/S

b)

LEI

529900D69KFL8IAP8Q63

4

Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a)

Description of the financial instrument, type of instrument Identification code

Shares in Royal Unibrew A/S

ISIN DK0060634707

b)

Nature of the transaction

Conditional shares awarded as part of incentive program

c)

Price(s) and volume(s)

Price(s)	Volume(s)
DKK 0	7,168

d)

Aggregated information

- Aggregated volumes
- Price

N/A – relates to a single transaction

e)

Date of the transaction

4 March 2021

f)

Place of the transaction

Outside the trading venue

About Royal Unibrew

Royal Unibrew is a leading beverage provider in a number of markets – primarily in Northern Europe, Italy, France and in selected international markets. We produce, market, sell and distribute quality beverages with focus on branded products within beer, malt beverages and soft drinks as well as cider and long drinks. Our main markets are Denmark, Finland, Italy, France and Germany as well as Latvia, Lithuania and Estonia. To these should be added the international markets comprising a number of established markets in the Americas and major cities in Europe and North America as well as emerging markets in for example Africa. In all of our multi-beverage markets, we offer our customers strong and locally based brands. Based on continuous development and innovation, it is our objective to meet consumer demand for quality beverages. In addition to our own brands, we offer license based international brands of the PepsiCo and Heineken Groups in Northern Europe.

For further information on this Announcement:

Lars Vestergaard, CFO, tel (+45) 30 93 18 08

www.royalunibrew.com

Attachment

- [Fond-RU-10-2021-uk-Managers transactions Lars Jensen](#)