

# Reporting according to the Danish Securities Trading Act 28 a



COMPANY ANNOUNCEMENT NO 44/2011 – 5 DECEMBER 2011

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

Name	Ulrik Bülow
Reason	Board Member
Issuer	Royal Unibrew A/S
Securities ID	DK0010242999
Title	Shares
Transaction	Sales
Trading date	2 December 2011
Market	NASDAQ OMX Copenhagen A/S
Number, pcs.	3,000
Market price in DKK	906,000.00

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

Yours sincerely  
Royal Unibrew A/S

Henrik Brandt  
CEO

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