

Share buy-back Programme



COMPANY ANNOUNCEMENT NO 50/2013 - 21 OCTOBER 2013

On 16 September 2013, Royal Unibrew initiated a share buy-back programme, cf. company announcement no. 44/2013 of 16 September 2013. The programme was implemented in accordance with the provisions of European Commission Regulation no. 2273/2003 of 22 December 2003, also referred to as the Safe Harbour Regulation. The share buy-back programme is expected to be realised in the period from 17 September 2013 to 20 November 2013. The maximum total share buy-back in the period will represent 21,988 shares (a nominal value of DKK 0.2 million) corresponding to 0.2% of the share capital.

The following transactions have been made under the programme:

	Number of shares	Average purchase price	Transaction value, DKK
Accumulated, last announcement	12,585	659.05	8,294,113.26
14 October 2013	400	672.50	269,000.00
15 October 2013	450	689.50	310,275.00
16 October 2013	400	681.25	272,500.00
17 October 2013	350	694.00	242,900.00
18 October 2013	400	704.00	281,600.00
Accumulated under the programme	14,585	663.03	9,670,388.26

Following the transactions stated above, Royal Unibrew owns a total of 52,597 shares, corresponding to 0.5% of the Company's share capital. The Company has a total number of 11,098,500 shares, including treasury shares.

Please direct any queries to me at tel. +45 56 77 15 05.

Yours sincerely
Royal Unibrew A/S

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