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## Company Announcement

Should you request additional information, please do not hesitate to contact Poul Møller, CEO, at tel +45 5677 1500

# New Strategic Plan of Royal Unibrew A/S

As previously mentioned, Royal Unibrew is preparing a new strategic plan to succeed the existing Mach II Strategic Plan. The Royal Unibrew Group will publish its new strategic plan at an information meeting on 17 January 2008. Presentations (in Danish and English) and webcast (in English) from the meeting will be available at Royal Unibrew's website [www.royal-unibrew.com](http://www.royal-unibrew.com).

Please address any questions to me at tel. +45 56 77 15 00.

Yours sincerely  
Royal Unibrew A/S

Poul Møller  
CEO