

COMPANY ANNOUNCEMENT N0 42/2011 - 30 NOVEMBER 2011

Lars Jensen, Deputy Director, Group Head of Finance, has been appointed new CFO of Royal Unibrew. Lars Jensen, who is 37 years of age, has worked in various finance and controlling management positions within Royal Unibrew in and outside Denmark, and since 2009 in his current position.

As per 30 November 2011 Lars Jensen replaces Peter Ryttergaard who has been CFO of Royal Unibrew since 2010.

"I am very pleased to welcome Lars Jensen in his new role as CFO and as member of our management board. With his business insight and understanding and his experience from across Royal Unibrew Lars Jensen will be an important contributor in realizing our strategic priorities after the last couple of years of restructuring", says Henrik Brandt.

"At the same time I would like to thank Peter Ryttergaard for his contribution to successfully bring Royal Unibrew through a period of many structural and financial changes paving the way for the current focused strategy", says Henrik Brandt.

The management Board of Royal Unibrew hereafter consists of Henrik Brandt, CEO, Hans Savonije, International Director, and Lars Jensen, CFO.

Please direct any queries to the Chairman of the Supervisory Board, Kåre Schultz 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.