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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 director of Royal Unibrew A/S**

Hans Savonije will on 01 October 2008 at the latest take up the position as Executive Director of Northern Europe (covering Scandinavia, the Baltic Region, Russia, Poland and Germany) with Royal Unibrew A/S. The appointment of Hans Savonije, who is a Dutch citizen, will provide the Group with further international expertise and experience within consumer goods, including beverages.

Hans Savonije has prior to this employment worked as Executive Director with Unilever, the Coca-Cola Company and Remy Cointreau in both Eastern and Western Europe. Hans Savonije latest position has been with World Lotteries Association as Executive Director.

With the appointment of Hans Savonije the Executive Board of Royal Unibrew A/S will consist of Poul Møller (CEO), Hans Savonije (Executive Director of Northern Europe), Povl Friis (Executive Director Technics & Supply) and Ulrik Sørensen (CFO).

For further information on this Announcement:  
Poul Møller, CEO, tel +45 5677 1500.

Yours sincerely  
Royal Unibrew A/S

Poul Møller  
CEO

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