



Reporting according to the Danish Securities Trading Act section 28 a

May 6, 2015

COMPANY ANNOUNCEMENT no 13/2015 — 6 May 2015

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

| | |
|---------------------|---------------------------------------|
| Name | Martin Alsø |
| Reason | Board Member elected by the employees |
| Issuer | Royal Unibrew A/S |
| Securities ID | DK0060634707 |
| Title | Shares |
| Transaction | Purchase |
| Trading date | 6 May 2015 |
| Market | NASDAQ OMX Copenhagen A/S |
| Number, pcs. | 200 |
| Market price in DKK | 49,400.- |

| | |
|---------------------|---------------------------|
| Name | Villads Alsø |
| Reason | Son — Martin Alsø |
| Issuer | Royal Unibrew A/S |
| Securities ID | DK0060634707 |
| Title | Shares |
| Transaction | Purchase |
| Trading date | 6 May 2015 |
| Market | NASDAQ OMX Copenhagen A/S |
| Number, pcs. | 60 |
| Market price in DKK | 14,826.- |

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

Yours sincerely

Royal Unibrew A/S

Henrik Brandt

CEO