



Transactions by persons discharging managerial responsibilities and/or persons closely associated

March 3, 2026 at 12:43 PM CET

COMPANY ANNOUNCEMENT NO 4/2026 - March 3. 2026

Royal Unibrew A/S hereby makes public pursuant to article 19(3) of regulation (EU) no. 596/2014 of the European Parliament and of the Council on market abuse the information on the below transaction related to shares in Royal Unibrew A/S made by persons discharging managerial responsibilities in Royal Unibrew A/S and/or persons closely related with them.

1 Details of the person discharging managerial responsibilities/person closely associated		
a) Name	Lars Jensen	
2 Reason for the notification		
a) Position/status	CEO, Royal Unibrew A/S	
b) Initial notification / Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a) Name	Royal Unibrew A/S	
b) LEI	529900D69KFL8IAP8Q63	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a) Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	
b) Nature of the transaction	Conditional shares awarded as part of incentive program	
c) Price(s) and volume(s)	Price(s)	Volume(s)
	0	16,349
d) Aggregated information <ul style="list-style-type: none">• Aggregated volumes• Price	16,349 DKK 0	
e) Date of the transaction	2026-02-27	
f) Place of the transaction	Outside of trading venue	

1 Details of the person discharging managerial responsibilities/person closely associated		
a) Name	Lars Jensen	
2 Reason for the notification		
a) Position/status	CEO, Royal Unibrew A/S	
b) Initial notification / Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a) Name	Royal Unibrew A/S	
b) LEI	529900D69KFL8IAP8Q63	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a) Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	

b)	Nature of the transaction	Sale	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		619.25	16,349
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volumes • Price 	16,349 DKK 10,124,118.25	
e)	Date of the transaction	2026-02-27, 10:40:01 am CET	
f)	Place of the transaction	Nasdaq Copenhagen A/S. MIC code is DCSE. Operating MIC code is XCSE.	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Lars Vestergaard	
2	Reason for the notification		
a)	Position/status	CFO, Royal Unibrew A/S	
b)	Initial notification / Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Royal Unibrew A/S	
b)	LEI	529900D69KFL8IAP8Q63	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	
b)	Nature of the transaction	Conditional shares awarded as part of incentive program	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0	10,150
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volumes • Price 	10,150 DKK 0	
e)	Date of the transaction	2026-02-27	
f)	Place of the transaction	Outside of trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Lars Vestergaard	
2	Reason for the notification		
a)	Position/status	CFO, Royal Unibrew A/S	
b)	Initial notification / Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Royal Unibrew A/S	
b)	LEI	529900D69KFL8IAP8Q63	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	
b)	Nature of the transaction	Sale	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 614.59014 (average price)	10,150
d)	Aggregated information <ul style="list-style-type: none"> • Aggregated volumes • Price 	10,150 DKK 6,238,089.92	
e)	Date of the transaction	2026-02-27, 11:46:07 am CET– 12:15:29 pm CET	

f) Place of the transaction	Nasdaq Copenhagen A/S. MIC code is DCSE. Operating MIC code is XCSE.
-----------------------------	---

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Michael Nørgaard Jensen
2	Reason for the notification	
a)	Position/status	SVP International, Royal Unibrew A/S
b)	Initial notification / Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Royal Unibrew A/S
b)	LEI	529900D69KFL8IAP8Q63
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707
b)	Nature of the transaction	Conditional shares awarded as part of incentive program
c)	Price(s) and volume(s)	Price(s) 0
		Volume(s) 1,604
d)	Aggregated information <ul style="list-style-type: none">• Aggregated volumes• Price	1,604 DKK 0
e)	Date of the transaction	2026-02-27
f)	Place of the transaction	Outside of trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Kalle Järvinen
2	Reason for the notification	
a)	Position/status	SVP General Manager, Finland, Royal Unibrew A/S
b)	Initial notification / Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Royal Unibrew A/S
b)	LEI	529900D69KFL8IAP8Q63
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707
b)	Nature of the transaction	Conditional shares awarded as part of incentive program
c)	Price(s) and volume(s)	Price(s) 0
		Volume(s) 2,671
d)	Aggregated information <ul style="list-style-type: none">• Aggregated volumes• Price	2,671 DKK 0
e)	Date of the transaction	2026-02-27
f)	Place of the transaction	Outside of trading venue

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Mikkel Madvig
2	Reason for the notification	
a)	Position/status	SVP Chief People Officer, Royal Unibrew A/S

b)	Initial notification / Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Royal Unibrew A/S	
b)	LEI	529900D69KFL8IAP8Q63	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	
b)	Nature of the transaction	Conditional shares awarded as part of incentive program	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0	1,470
d)	Aggregated information <ul style="list-style-type: none">• Aggregated volumes• Price	1,470 DKK 0	
e)	Date of the transaction	2026-02-27	
f)	Place of the transaction	Outside of trading venue	

1 Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Mikkel Madvig	
2 Reason for the notification			
a)	Position/status	SVP Chief People Officer, Royal Unibrew A/S	
b)	Initial notification / Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Royal Unibrew A/S	
b)	LEI	529900D69KFL8IAP8Q63	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a)	Description of the financial instrument, type of instrument Identification code	Shares in Royal Unibrew A/S ISIN DK0060634707	
b)	Nature of the transaction	Sale	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		603.0612 (average price)	1,470
d)	Aggregated information <ul style="list-style-type: none">• Aggregated volumes• Price	1,470 DKK 886,500	
e)	Date of the transaction	2026-03-03, 09:14:49 - 10:02:06 am CET	
f)	Place of the transaction	Nasdaq Copenhagen A/S. MIC code is DCSE. Operating MIC code is XCSE.	

Attachment

- [RU Announcement 4-2026](#)