



Reporting according to the Danish Securities Trading Act section 28 a

Company announcement No 16/2010

11 May 2010

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

Name	Henrik Brandt
Reason	CEO
Issuer	Royal Unibrew A/S
Securities ID	DK0010242999
Title	Shares
Transaction	Purchase
Trading date	10 May 2010
Market	NASDAQ OMX Copenhagen A/S
Number, pcs.	12,600
Market price in DKK	2,580,656.50

Please direct any queries to me at tel. +45 56 77 15 12.

Yours sincerely
Royal Unibrew A/S

Peter Ryttergaard
CFO

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