

Press release 8/2010

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Roger Muys appointed Senior Vice President, Group HR and member of Carlsberg's Executive Committee

Roger Muys has been appointed SVP Group HR as of 1 September 2010. He will report to President and CEO Jørgen Buhl Rasmussen and will also become member of ExCom. He takes over from Thomas Ekvall, who has decided to leave his position by the end of June 2010 for personal reasons.

Roger Muys (47) comes from a position as Senior Vice President HR at Royal Philips NV Lighting Sector with 52,000 employees and locations in Europe, Asia and North and South America. Before this he was SVP HR for Philips Consumer Electronics in Amsterdam. Prior to joining Philips, Roger was with General Electric (GE), a company known for its strong leadership practices. In GE, Roger Muys had a number of key positions including Managing Director Human Resources at GE Commercial Finance (CFS Europe). He has a Master's degree in law from Erasmus University in Rotterdam.

Jørgen Buhl Rasmussen: "The last years have been characterised by a huge development of our business including a significant transformation of our organisation which demands a lot of focus on the people agenda. I would like to welcome Roger Muys to the Carlsberg Group. I believe Roger will bring very valuable experience from both Philips and GE which we can benefit from as we continue to develop our organisation. At the same time, I would like to thank Thomas for his hard work and contribution to the Carlsberg Group in his three years with the company."

Roger Muys will begin in this new position by 1 September 2010.

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. The flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg, and Tuborg brands are among the six biggest brands in Europe.. More than 43,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2009, the Carlsberg Group sold more than 135 million hectolitres of beer, which is about 40 billion bottles of beer annually.

Find out more at www.carlsberggroup.com.