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Graham Fewkes joins Carlsberg's Executive Committee as Head of Global Sales, Marketing & Innovation.

Graham Fewkes, currently Carlsberg Group's Commercial Vice President in Asia, is to replace Khalil Younes who, after five years as Carlsberg's Senior Vice President for Global Sales, Marketing and Innovation, has decided to leave Carlsberg.

During his time, Khalil Younes has led the transformation of the Group's sales and marketing operation. As well as implementing new tools and competencies, Khalil has also introduced a more sophisticated approach to working with brands and innovation, not least within our portfolio of international premium brands: Carlsberg, Tuborg, Grimbergen, Kronenbourg 1664 and Somersby.

Jørgen Buhl Rasmussen says: "I would like to thank Khalil for his strong contribution during his time at Carlsberg. Khalil certainly leaves a big mark across many commercial areas, not least our quest to iconize the Carlsberg brand which continues to be of great importance to our Group. I wish Khalil all the best with the next steps in his career development."

Graham Fewkes (British, aged 46) will take over from Khalil Younes. Graham joined Carlsberg in connection with the S&N acquisition in 2008 and currently works as Commercial Vice President in the Asia Region. He was already familiar with the Carlsberg Group at that time, having served as S&N's commercial representative in the BBH joint venture company in Eastern Europe. Graham has strong experience in the global drinks business on the back of a wide range of sales and marketing roles since 1991 for Grand Metropolitan plc, Foster's Brewing Group and S&N plc across Western and Eastern Europe and, more recently, representing Carlsberg Group's commercial interests in our 14 Asian markets.

Jørgen Buhl Rasmussen says: "I warmly welcome Graham to our Executive Committee. I have had the pleasure of working closely with Graham over a number of years. Graham has played an important part in growing our Asian business and I admire his deep understanding of what it takes to develop the commercial agenda, as well as his strong operational experience across many markets in our three regions."

Graham Fewkes adds: "Carlsberg Group have some great brands in the portfolio and some really strong commercial teams. Our innovation activities focus on finding new ways to grow the beer category and our industry-leading research and development teams are committed to improving all

aspects of the brewing process. I really look forward to building on the successes that have already been achieved by the Group Sales, Marketing & Innovation organisation."

The change of guard in Group Sales, Marketing & Innovation will take place by 1 April.

Contacts

Media Relations: Jens Bekke +45 3327 1412 Ben Morton +45 3327 1417

Investor Relations: Peter Kondrup +45 3327 1221 Iben Steiness +45 3327 1232

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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. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 40,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2013, the Carlsberg Group sold 120 million hectolitres of beer, which is about 36 billion bottles of beer.

Find out more at www.carlsberggroup.com.