



Shareholders' Secretariat

The East Asiatic Company Ltd. A/S
(A/S Det Østasiatiske Kompagni)
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March 2008

Annual General Meeting of The East Asiatic Company Ltd. A/S on

Thursday, 3 April 2008, at 16.00

at the Radisson SAS Falconer Hotel, 9 Falkoner Allé, DK-2000 Frederiksberg.

Agenda:

- a. Presentation of the Supervisory Board's report on the Company's activities in the past year.
- b. Presentation of the audited Annual Report for adoption and a resolution regarding the discharge of the Supervisory Board and the Executive Board from their obligations for the year.
- c. Resolution regarding the application of the net profits for the year according to the Annual Report as adopted.

The Supervisory Board proposes the distribution of a dividend of DKK 10.00 per share of DKK 70.00.

- d. Election of members of the Supervisory Board.

Pursuant to the Articles of Association, the board members elected by the shareholders at the General Meeting shall retire every year. The Supervisory Board nominates Henning Kruse Petersen, Mats Lönnqvist, Torsten Erik Rasmussen, Connie Astrup-Larsen and Preben Sunke for re-election. Kaare Vagner does not wish to stand for re-election.

- e. Appointment of auditor.

The Supervisory Board proposes re-election of PricewaterhouseCoopers, Statsautoriseret Revisionsaktieselskab.

- f. Resolution regarding authorising the acquisition of treasury shares.

The Supervisory Board proposes that the shareholders in the General Meeting authorise the Supervisory Board to permit the Company to acquire treasury shares in the period until the next Annual General Meeting up to a combined nominal value totaling 10 per cent of the Company's share capital; see section 48 of the Danish Public Companies Act. The purchase price may not deviate by more than 10 per cent from the price listed on the OMX Nordic Exchange Copenhagen at the time of acquisition.

- g. Proposals of the Supervisory Board:

1. Reduction of the Company's share capital from DKK 1,052,113,265 by the amount of DKK 66,239,250 so that the Company's share capital will amount to DKK 985,874,015. The amount by which the share capital is reduced corresponds to the

nominal value of the Company's portfolio of treasury shares after appropriation of treasury shares of a nominal value of DKK 23,380,000 to cover the Company's share option programme.

The reduction will be implemented by cancellation of treasury shares. The amount of the reduction will be allocated to special reserves, which can only be used following decision by the shareholders at the General Meeting. The capital reduction cannot be carried into effect until the three-month period set out in the notice to creditors in accordance with section 46 of the Danish Public Companies Act has expired, and after the claims of any creditors have been satisfied.

In continuation of the capital reduction, it is proposed that article 3.1 in the Articles of Association be altered, so that the amount of the share capital after the capital reduction will be stated.

2. Authorisation to the Supervisory Board to increase the Company's share capital by one or more issues representing a maximum aggregate amount of DKK 400 mill. And, in continuation thereof the wording of article 3.3 in the Articles of Association is changed to read as follows:

"In the period ending on 3 April 2013 the Company's Supervisory Board is authorised to increase the Company's share capital by one or more issues, representing a maximum aggregate amount of DKK 400 million. The increase can be effected by payment in cash or as consideration for full or partial acquisition of an existing business or specific capital assets, including shares. The Supervisory Board may offer the shares for subscription at market price without pre-emptive rights for the existing shareholders. The new shares are to be negotiable securities and may be recorded in the name of the holder in the Company's Register of Shareholders."

This authorisation corresponds to the current authorisation that will expire on 30 April 2008.

3. Approval of the general guidelines for incentive programme for the Company's Executive Board.

Provided the proposal is approved, a new article 10 shall be included in the Articles of Association:

"The Supervisory Board has drawn up general guidelines for an incentive programme for the Company's Executive Board. These guidelines have been approved by the Company's General Meeting on 3 April 2008. The same guidelines apply for a number of other senior executives and key employees in the EAC Group. The general guidelines for the incentive programme are available on the Company's website www.eac.dk."

In this connection the Supervisory Board proposes that Article 4B on share option programme be deleted.

4. Further changes to the Articles of Association:

- each of the 13 main provisions of the Articles of Association is given a heading.
- article 4.7 is changed to read as follows:

"The Supervisory Board has appointed Aktiebog Danmark A/S, Kongevejen 118, 2840 Holte, as Registrar of Shareholders until 30 June 2008. As from 1 July 2008 the Supervisory Board appoints VP Investor Services A/S, Helgeshøj Allé 61, 2630 Tåstrup, Registrar of Shareholders. The Register of Shareholders shall include a list of all shares in the Company. The names of registered shareholders will be listed."

The Company will be changing the Registrar of Shareholders as per 1 July 2008.

- article 4.8 is changed to read as follows:

"Any dividend is paid into the account indicated by the shareholders in accordance with the rules applicable to the Danish Securities Centre."

The current wording concerning prescription period concerning unclaimed dividend is considered redundant. Any unclaimed dividend will in future be subject to the provisions of the applicable statute of limitation.

- article 4.9 be deleted.

The current wording on annulment of lost shares and share certificates is considered redundant. When relevant, the applicable legislation shall govern.

- section 4A on the Supervisory Board's authorisation to make decisions regarding the distribution of any extraordinary dividend is changed to a new article 8.6.

- article 5.4 is changed to read as follows:

”General meetings of shareholders will be convened by the Supervisory Board via the electronic information system of the Danish Commerce and Companies Agency as well as by inserting an announcement in the “Berlingske Tidende” giving no more than four weeks’ and not less than eight days’ notice. The announcement is further to be made in writing to all shareholders in the Register of Shareholders, who have so requested.”

The current wording does not mention the announcement via the electronic information system of the Danish Commerce and Companies Agency, or the registered shareholders. Furthermore, the current wording mentions some, but not all legal requirements as to the content of the announcement.

- article 5.5 is changed to read as follows:

”Not later than eight days prior to any general meeting, the agenda accompanied by the full and complete resolutions to be proposed at the general meeting – and, in respect of the Annual General Meeting, also the audited Annual Report – will be made available for inspection by the shareholders on the Company’s website www.eac.dk as well as at the Company’s office.”

The current wording contains no reference to the Company’s website.

- article 5.7 is changed to a new article 6.2
- article 7.1 is consolidated with article 7.2 to read as follows:

”The general meetings of shareholders will be presided by a chairman elected by the Supervisory Board. The chairman thus elected will settle all matters relating to the transaction of business, the voting and the results thereof.”

- article 7.3 is changed to a new article 7.2
- articles 8.1, 8.2 and 8.3 are changed to new articles 7.3, 7.4 and 7.5 respectively
- article 8.4 is changed to a new article 7.6 to read as follows:

”A shareholder is only entitled to exercise the voting right attached to shares that the shareholder has caused to be entered in the Register of the Shareholders. However, a shareholder who has acquired shares by transfer shall not be entitled to exercise voting rights unless the shares have been entered in the Register of Shareholders by the date when the General Meeting was convened, or if the shareholder has filed notice of and served proof of his acquisition by the same date.”

- articles 8.5 and 8.6 are changed into articles 7.7 and 7.8 respectively
- article 8.7 is changed to a new article 7.9 to read as follows:

”Resolutions put to the vote of the shareholders at a general meeting will be decided by a simple majority of votes, unless a Danish statute or regulation prescribe otherwise.”

The current wording contains a redundant reference to the Articles of Association.

- article 8.8 be deleted.

The article is redundant.

- articles 9.1, 9.2, 9.3, 9.4 and 9.5 are changed to new articles 8.1, 8.2, 8.3, 8.4 and 8.5 respectively
- articles 9.6 is changed to article 8.7
- section 10 is changed to new article 9
- article 11.1 is changed to read as follows:

”The Company will be bound in legal transactions by the signature of the Chairman of the Supervisory Board, or by the signature of a member of the Executive Board, or by joint signatures of the Deputy Chairman of the Supervisory Board and another member of the Supervisory Board.”

The Supervisory Board proposes that the Chairman presiding the Annual General Meeting be authorised to make such amendments as may be required for registration with the Danish Commerce and Companies Agency.

Proposals tabled by the Supervisory Board concerning amendments to the Articles of Association can only be adopted if a majority of two-thirds of the votes cast and two-thirds of the voting stock represented at the Annual General Meeting are in favour of the proposals.

Admission cards:

Admission cards can be obtained in the following ways:

- By registering electronically via EAC's website, www.eac.dk, by Monday, 31 March 2008, at 15.00. Please remember to enter your custody account number and password (stated at the top of the enclosed registration form).
- By returning the enclosed registration form, duly completed and signed, in the enclosed pre-stamped envelope (or by fax at +45 4546 0998) to Aktiebog Danmark A/S by Monday, 31 March 2008, at 15.00.

The admission cards ordered will be mailed before the Annual General Meeting to the address listed in the Company's Register of Shareholders. The number of votes, to which you are entitled according to the Register of Shareholders, will be stated on the admission card.

Instrument of proxy:

Should you be prevented from attending the Annual General Meeting, you may choose

- to issue an instrument of proxy to the Supervisory Board by completing the attached proxy form, or
- to issue an instrument of proxy to a named third party by completing the attached proxy form. The person, to whom you issue the instrument of proxy, will then receive an admission card from Aktiebog Danmark A/S. This admission card MUST be shown to be admitted to the Annual General Meeting.

If you wish to appoint a proxy, please complete the enclosed form and return it to Aktiebog Danmark A/S in the enclosed pre-stamped envelope so as to reach Aktiebog Danmark A/S by 31 March 2008 by 15.00.

You may also register an instrument of proxy electronically by using the form shown on EAC's website, www.eac.dk. You must have keyed in all information by 15.00 on Monday, 31 March 2008. Please remember to have your custody account number and password at hand before you start entering data. The custody account number and password are printed on the front of the registration form.

In accordance with the Danish Public Companies Act section 73 sub-section 5, please be informed of the following:

The company's share capital is DKK 1,052,113,265.

The Articles of Association include the following information on voting rights:

Article 8.4: A shareholder who has acquired a share by transfer or transmission may only receive a ballot paper and may only exercise the voting right attaching to the relevant share at a general meeting if the shareholder in question has been registered in the Register of Shareholders by the date when the General Meeting was convened, or if the shareholder has filed notice of and served proof of his acquisition to the Company by the same date.

Article 8.5: Each share amount of DKK 70 confers one vote upon the holder; each share amount of DKK 35 confers one-half vote upon the holder.

Shareholders may exercise their financial rights through Danske Bank A/S.

Practical information:

Any dividends adopted at the Annual General Meeting will be paid via the Danish Securities Centre after deduction of dividend tax (if applicable).

The agenda and the full wording of the proposals and the audited Annual Report will be available for download from EAC's website, www.eac.dk, and for inspection by the shareholders at the Company's offices, East Asiatic House, Indiakaj 20, 2100 Copenhagen Ø, on all weekdays (Monday to Friday) between 10.00 and 15.00, as from 26 March 2008 until 3 April 2008.

Light refreshments will be served in the foyer after the Annual General Meeting.

Yours sincerely,

THE SUPERVISORY BOARD

The East Asiatic Company Ltd. A/S