Major shareholder information pursuant to section 29 of the Danish Securities Trading Act



COMPANY ANNOUNCEMENT NO 17/2014 - 21 OCTOBER 2014

Pursuant to section 29 of the Danish securities Trading Act, Royal Unibrew A/S hereby announce that it has received information that Skagen AS, Norway, which manages Skagen Kon-Tiki Verdipapirfond, Skagen Global Verdipapirfond, Skagen Global III Verdipapirfond, and Skagen Vekst Verdipapirfond, has reduced its holdings of shares in Royal Unibrew A/S.

Skagen AS thereby holds less than 5% of Royal Unibrew A/S' share capital and votes.

Please direct any queries to me at tel. +45 56 77 15 13.

Yours sincerely Royal Unibrew A/S

Henrik Brandt CEO