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CARLSBERG EXPANDS ITS BUSINESS IN LAOS

Carlsberg has strengthened its position in the beverage market in Laos following the completion of the acquisition of 70% of the shares in Lao Soft Drink Co Ltd. – the bottler of Pepsi in Laos. The remaining 30% of the shares are held by the Government of Laos.

Holding a 90% market share the company is a major player in the soft drinks market in Laos with brands such as 7-Up and Mirinda.

The production facility is located in the capital Vientiane, and has 290 employees and a capacity of approx. 400,000 hl.

Henrik Juel Andersen, Managing Director of Carlsberg Indochina said: "We believe in the brands and in the Company's management. It is a very professionally run operation in every aspect, the factory is of international standard, and produces high quality products. Carlsberg is excited about the opportunity to further strengthen the operation in close cooperation with the Government and the Company's management".

Carlsberg and the Government are already co-operating via the 50/50 joint venture, Lao Beer Co. Ltd. producing the famous Beer Lao, the leading beer brand in Laos.

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Carlsberg is one of the leading brewing groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest-growing and best-known beer brands in the world. More than 30,000 people work for Carlsberg at 92 local production sites in 48 countries, and its products are sold in more than 150 markets. In 2005 Carlsberg sold more than 100 million hectolitres of beer, which is about 83 million bottles of beer a day. Find out more at www.carlsberg.com/info.