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Carlsberg kicks off third season as Official Beer of the Barclays Premier League with 'Kickabouts' Campaign

Football sponsorship in focus as UEFA EURO 2016™ in France approaches

Carlsberg today officially launches its third season as Official Beer of the Barclays Premier League with a humorous global TV commercial and campaign starring former Manchester United and Denmark national goalkeeper Peter Schmeichel and UK football presenter Jeff Stelling. The TVC sees a typical kickabout in the park transformed by Carlsberg into Probably the Best Kickabout in the World:

- A hamstring injury is miraculously healed in seconds as a player becomes a younger, slimmer and fitter version of himself with just one touch of a magic sponge.
- Passer by Peter Schmeichel appears walking his Great Dane and stops a wayward shot before returning the ball into play with one of his trademark throws.
- To the delight of the watching crowd, a giant screen proves that a disputed goal has gone in.

Watch the commercial online here: <https://www.youtube.com/user/carlsberg>

Carlsberg Ambassador Peter Schmeichel, commented, "Carlsberg is renowned all around the world for its TV commercials and this one has everything we've come to expect from Carlsberg: humour, fun and plenty of magic. I hope football fans enjoy watching it as much as I enjoyed making it."

Football sponsorship is an important element in Carlsberg's commercial activity, with 23 years as a sponsor of Liverpool Football Club, eight consecutive sponsorships of the UEFA EURO™ championships, starting in West Germany in 1988 and currently looking forward to next year's UEFA EURO 2016™ in France, and now three years as Official Beer of the Barclays Premier League. Carlsberg also has partnerships with five major national teams, including being Official Beer of the England team, and supports numerous football projects from amateur to professional level.

"The TVC being launched today is the perfect reflection of Carlsberg's attitude to football sponsorship", says Mike Thompson, Marketing Director at Carlsberg. "Carlsberg and football are a great fit, and for

us it's always been about doing football better for the fans, and bringing people together to celebrate the great moments that football has to offer.”

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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 45,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2014, the Carlsberg Group sold 123 million hectolitres of beer, which is about 37 billion bottles of beer.

Find out more at www.carlsberggroup.com.