COMPANY ANNOUNCEMENT NO 1/2016 - 4 JANUARY 2016

On 11 March 2015, Royal Unibrew initiated a share buy-back programme, cf. company announcement no. 2/ 2015 of 10 March 2015. The programme was implemented in accordance with the provisions of European Commission Regulation no. 2273/ 2003 of 22 December 2003, also referred to as the Safe Harbour Regulation. The share buy-back programme is expected to be realised in the period from 11 March 2015 to 1 March 2016. The total share buy-back in the period will not exceed a market price of DKK 350 million.

The following transactions have been made under the program me:

	Number of shares	Average purchase price	Transaction value, DKK
Accumulated, last announcement	1,187.496	245.22	291,194,690.28
21 December 2015	1,356	271.40	368,021.66
22 December 2015	2,266	275.23	623,667.78
23 December 2015	1,000	276.79	276,785.70
24 December 2015	0	0	0
25 December 2015	0	0	0
Accumulated under the programme	1,192,118	245.33	292,463,165.42

With the transactions stated above, Royal Unibrew owns a total of 1,492,118 shares, corresponding to 2.7% of the share capital. The total amount of shares in the company is 55,492,500, including treasury shares.

Please direct any queries to me at tel. +45 56 77 15 05.

Yours sincerely Royal Unibrew A/ S

Lars Jensen CFO

The Announcement has been prepared in Danish and English. In case of discrepancy, the Danish version shall prevail.