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Carlsberg appoints new Senior Vice President for Western Europe

Carlsberg A/S announces the appointment of Michiel J. Herkemij as new Senior Vice President for the Western European region and member of Carlsberg's executive committee, starting 1 April 2016. Michiel Herkemij will succeed Jørn Tolstrup Rohde who – upon mutual agreement – will leave Carlsberg Group to look for a new position, leading an operational company.

Michiel Herkemij (51) brings extensive international experience from leading companies across Europe, Asia, Africa and the Americas. Since October 2015, Michiel Herkemij has served as Interim CEO of the Groups' business in the UK. Prior to joining Carlsberg, his most recent FMCG-assignments include CEO roles within Sara Lee - Douwe Egberts, Heineken, Friesland Foods and British American Tobacco. Julian Momen will succeed Michiel Herkemij as CEO of Carlsberg UK. Julian Momen has been CFO of Carlsberg UK since September 2012.

Carlsberg CEO Cees 't Hart says: "We wish Michiel Herkemij and Julian Momen all the best and every success for their new, challenging assignments, and would like to thank them for their great engagement and achievements in their current roles. To Jørn Tolstrup Rohde, we extend our sincere appreciation for his contribution to ExCom and the Group, and the professional way he has handled the leadership of the Western Europe region. We wish him success in his further professional and personal future."

Michiel Herkemij says: "I am very pleased to join Carlsberg's executive committee as Senior Vice President for Western Europe. Carlsberg is in a very interesting phase, and I am sure the coming years will be very exciting. Western Europe remains Carlsberg's home field, and I look forward to working closer with the great people in the region to deliver continued strong results."

Jørn Tolstrup Rohde, who leaves Carlsberg after seven successful years leading the Western Europe region, says: "after almost seven years as Senior Vice President for Western Europe and after careful consideration, I have decided it is time to move on to new challenges outside Carlsberg. I will look for a new position leading an operational company."

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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 2015, the Carlsberg Group sold 120 million hectolitres of beer, which is about 36 billion bottles of beer.

Find out more at www.carlsberggroup.com.