

NEW CEO OF CARLSBERG SWEDEN

Otto Drakenberg (41) has been appointed CEO of Carlsberg Sweden. He will take up his new position in December 2007.

Otto Drakenberg is presently General Manager of Goodyear Dunlop Tires Northern Europe (Nordic & Baltics) based in Stockholm, a company with a turnover of €220m and 140 employees. In addition he is a board member of Sweden's biggest tire retail chain Däckia, with 100 outlets and 500 employees.

In his professional career Otto Drakenberg has held various brand management positions at Procter & Gamble Nordic and held senior management positions in Scandinavian Tobacco Company in Copenhagen, before coming to Goodyear in 2004.

Otto Drakenberg is married and has two children. In 1988 he represented Sweden at the Olympic Games in fencing, and he was a member of the Swedish National Fencing Team 1987-94.

The current CEO of Carlsberg Sweden Stig Sunde leaves the Carlsberg Group to establish a new company. He will have his last day at work as CEO of Carlsberg Sweden on 31 August. In the interim period until Otto Drakenberg takes over in mid December, Christina Hellbom will be acting CEO of Carlsberg Sweden.

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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 2006 Carlsberg sold more than 100 million hectolitres of beer, which is about 83 million bottles of beer a day.

Find out more at www.carlsberggroup.com.