

COMPANY ANNOUNCEMENT NO 10/2017 - 27 FEBRUARY 2017

On 2 March 2016, Royal Unibrew initiated a share buy-back programme, cf. company announcement no. 10/2016 of 1 March 2016. The programme is carried out on the same terms, but from 3 July 2016 under Art. 5 of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (the Market Abuse Regulation - MAR) and delegated legislation under MAR. The share buy-back programme is expected to be realised in the period from 2 March 2016 to 28 February 2017. The total share buy-back in the period will not exceed a market price of DKK 450 million.

The following transactions have been made under the programme:

| | Number of shares | Average purchase price | Transaction value, DKK |
|---------------------------------|------------------------|------------------------------|------------------------|
| Accumulated, last announcement | 1,491,900 | 294.65 | 439,592,899.01 |
| 20 February 2017 | 5,000 | 272.15 | 1,360,773.00 |
| 21 February 2017 | 227 | 275.40 | 62,515.80 |
| 22 February 2017 | 7,284 | 275.26 | 2,004,969.80 |
| 23 February 2017 | 12,000 | 274.20 | 3,290,400.00 |
| 24 February 2017 | 13,435 | 274.53 | 3,688,326.67 |
| Accumulated under the programme | 1,529,846 | 294.15 | 449,999,884.29 |

Royal Unibrew's accumulated share buy-back from 2 March 2016 to 24 February 2017 amounts to 1,529,846 shares at a total cost of DKK 450 million. The announced share buy-back programme has thus been completed.

The transactions stated above imply that Royal Unibrew A/S now owns a total of 1,841,687 treasury shares of a nominal value of DKK 2 each, corresponding to 3.4% of the share capital. The total amount of shares in the company is 54,100,000, including treasury shares

Please direct any queries to me at tel. +45 29 23 00 44.

Yours sincerely Royal Unibrew A/S

Lars Jensen CFO

Encl.

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