

## CHANGE OF MANAGEMENT IN NORWAY AND SWEDEN

CEO Jan Bodd, Ringnes in Norway, and CEO Stig Sunde, Carlsberg Sweden in Sweden, have decided to leave Carlsberg to establish their own company.

Consequently, Carlsberg has appointed Jesper Friis, currently Director Off Trade Sales, Carlsberg Denmark, new CEO of Ringnes. Christina Hellbom, Commercial Marketing Director in Carlsberg Sweden, will act as CEO of Carlsberg Sweden until an external search for the position has been concluded.

"These have been very exciting and developing years with great successes for the Carlsberg Group. I have enjoyed every day that I have had the opportunity to work with all the great people and brands," says Stig Sunde (44) who has been with Carlsberg since 2000.

"Ringnes is a fantastic company with great people, who have a unique ability to manage through change and a great winning culture. I will miss the spirit that has developed within the Carlsberg Group, but at the same time, it feels natural for me personally to take the next step," says Jan Bodd (49) who has been with Carlsberg since 2001.

Nils S. Andersen, President and CEO of Carlsberg A/S says: "Jan Bodd and Stig Sunde have made great contributions to Carlsberg during their years with the Group. We are sorry to see them leave, but at the same time pleased that they leave two Carlsberg companies in very good shape. I wish them all the best. At the same time, I welcome Jesper Friis in his new position. I am convinced that he is the one who can further strengthen Ringnes' position."

Jesper Friis (38) joined Carlsberg Denmark in 2005 after three years as Managing Director of Toms Nordic based in Sweden. He has an economic degree from Aarhus Business School. His entire carrier has been within fast moving consumer goods companies. Before taking up his first position at Toms in 1998, he worked for Bacardi-Martini Denmark followed by a position at Leaf Denmark. Jesper Friis will take up the new position at Ringnes 1 August 2007.

Both Jan Bodd and Stig Sunde will have their last work day 31 August 2007.

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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](http://www.carlsberggroup.com).*