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PRESS RELEASE

Carlsberg appoints two new members of Executive Committee

Esther Wu has been appointed new Chief Information Officer and member of the Executive Committee as of 3 June 2024. Yves Briantais will join Carlsberg as Chief Marketing Officer and member of the Executive Committee on 19 August 2024.

With the announcement of two new members of the Executive Committee, Carlsberg is taking another important step towards realising the full potential of its Accelerate Sail strategy.

Esther Wu has been with Carlsberg since 2019 as VP IIT Asia and a member of the global IIT leadership team. She brings more than 20 years of strong technology and digital transformation experience from various senior technology positions in global companies. Prior to joining Carlsberg, Esther Wu was the Head of Strategic Planning and IT Transformation at Chanel.

With extensive technology experience, deep strategic and operational knowledge of Carlsberg's IIT function, and growth-centered leadership, Esther Wu will take lead on driving Carlsberg's digital transformation journey, which is a key priority in the Accelerate Sail strategy.

New Chief Marketing Officer

As part of the announced management changes in the Q1 2024 Trading Statement, a new position as Chief Marketing Officer and member of the Executive Committee has been created to support further growth as part of the Accelerate Sail strategy. The role as Chief Marketing Officer will be taken up by Yves Briantais, who joins from Colgate-Palmolive, where he most recently served as Global Executive Vice President, Design and Creative Capabilities.

Yves Briantais is a seasoned executive with 25 years of global, regional and local experience across marketing disciplines. During his time with Colgate-Palmolive, he held a range of senior leadership roles with marketing responsibilities for clusters, regions, categories, and global functions, including as Vice President Global Design and Packaging, Vice President Marketing Europe, and Executive Vice President Marketing Asia-Pacific.

Group CEO Jacob Aarup-Andersen says:

"I am very pleased to welcome both Esther and Yves into their new roles and as members of the Executive Committee. With their solid experience and global background, they are well positioned to enhance and support the further execution of our Accelerate Sail strategy."

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Established in 1847 by brewer J.C. Jacobsen, the Carlsberg Group is one of the leading brewery groups in the world, with an attractive portfolio of beer and other beverage brands. With over 30.000 employees, and with a presence in more than 125 markets, the Group has a purpose of brewing for a better today and tomorrow. Doing business responsibly and sustainably supports that purpose – and drives the efforts to deliver value for shareholders and society. For further information, visit carlsberggroup.com