

PRESS RELEASE

18 June 2025

Page 1 of 2

CARLSBERG GROUP AND WATER.ORG PARTNER TO BRING SAFE WATER TO COMMUNITIES ACROSS THE GANGES RIVER BASIN

THE PARTNERSHIP WILL ENABLE ACCESS TO 247 MILLION LITERS OF WATER AND WILL REACH MORE THAN 112,000 PEOPLE ACROSS THE REGION WITH ACCESS TO SAFE WATER OR SANITATION.

18 June 2025, Copenhagen – Carlsberg Group today announced a new partnership with Water.org to improve access to safe water and sanitation in communities across the Ganges River Basin, including the states of Haryana, Rajasthan, Uttar Pradesh and Bihar. The collaboration reinforces Carlsberg's commitment to responsible water stewardship by investing in sustainable, measurable solutions that empower local communities.

Water.org helps tackle India's water and sanitation crisis by making access affordable. Through its WaterCredit solution, launched in India in 2004, the organization partners with microfinance institutions, banks, and government programs to provide small, affordable loans for water and sanitation improvements to families in need. This approach has enabled more than 30 million people to get access to safe water or sanitation. Water.org continues to scale its impact by developing financial solutions at both household and community levels, supporting India's goal of providing tap water for all.

Through this initiative, Carlsberg Group and Water.org will enable access to 247 million liters of water in the Ganges River Basin. The partnership aims to provide safe water and sanitation solutions to more than 112,000 people by March 2028. In addition to providing access to safer water, the partnership will engage communities in awareness efforts to drive long-term behavior change and local impact.

Carlsberg has long prioritized water efficiency and operates at an industry-leading 2.5 hl/hl level. To extend its positive impact beyond brewery operations, Carlsberg is also focusing on strategic partnerships, which is an essential step toward its goal of replenishing 100% of the water consumed at its breweries and beverage production sites in high-water risk areas by 2030.

"Water is the foundation of thriving communities and resilient ecosystems. As a large consumer of water, we have a responsibility to contribute to water replenishment, including access to safe water and sanitation. Our new partnership with Water.org addresses urgent water needs in the Ganges River Basin, while promoting dignity, opportunity, and long-term impact. By enabling access to safe water for over 112,000 people, this partnership aims to help communities unlock better health and economic stability," said Simon Boas Hoffmeyer, VP Sustainability, Carlsberg Group.

"Safe water is the foundation of health, opportunity, and progress. Through this partnership, Carlsberg joins a broader movement of partners committed to scaling solutions that work.

Together, we're helping more families in India secure access to safe water and the transformative possibilities that come with it." - Gary White, CEO and Co-founder, Water.org

Water access drives measurable improvements in health, household resilience, and gender equity. This partnership will help create lasting impact across the Ganges River Basin, ensuring that local communities can thrive, even in the face of climate challenges.

Carlsberg Group

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 37.000 employees, and with a presence in more than 150 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.

About Water.org

Water.org is a global nonprofit organization that has positively transformed more than 79 million lives around the world through access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers market-driven financial solutions to the global water crisis. For more than 30 years, Water.org has helped give women hope, children health, and families' bright futures. Learn more at <https://water.org>.

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