

Company announcement 50/2022

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Page 1 of 1

THE CARLSBERG GROUP APPOINTS NEW CHIEF FINANCIAL OFFICER

The Carlsberg Group announces that Ulrica Fearn will join Carlsberg as Chief Financial Officer and member of the Executive Board. Ulrica Fearn brings strong international financial experience from multiple senior positions in global companies and industries, most recently as CFO of Equinor, Norway. Prior to that she had 19 years of experience in the beverage industry. She replaces Heine Dalsgaard, who announced his resignation effective 31 December 2022.

Ulrica Fearn will join the Carlsberg Group as our new CFO on 1 January 2023. She is a seasoned international finance executive who, since 2021, has served as CFO of Equinor, Norway. Equinor, operating in more than 30 countries, is the leading Norwegian energy company with revenue of approximately USD 88bn, more than 21,000 employees and a market value of more than USD 100bn. Before joining Equinor, Ulrica was Director, Group Finance at British telecommunications company BT. She began her career at Diageo, where she spent almost 20 years in various senior finance and other management roles across Europe, APAC and the USA.

“I’m very pleased to welcome Ulrica Fearn to Carlsberg. She comes with a strong track record and extensive financial experience from leading global companies, including within the beverage category. Ulrica will bring to Carlsberg a combination of stellar commercial credentials and a people-centric leadership style. She’s the right person to continue our disciplined performance management culture,” says CEO Cees ‘t Hart.

Ulrica Fearn, a Swedish national, is looking forward to joining Carlsberg Group:

“Carlsberg is a truly iconic multinational company with a strong purpose. The company has a proud history and heritage, together with the values of giving back to society through the Carlsberg Foundation. These things, combined with a strong position and opportunities for the future, make it a truly exciting time to join Carlsberg.

“Carlsberg has delivered strong financial results and shown impressive resilience. I’m looking forward to working together with the team to continue and further strengthen and develop the company in line with the new ambitious SAIL’27 strategy,” says Ulrica Fearn.

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