Carlsberg Group

RESPONSIBLE DRINKING

POLICY

POLICY

CARL SBERG GROUP RESPONSIBLE DRINKING POLICY

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Throughout history, beer has been enjoyed in many cultures, and when consumed responsibly, by adults, it is associated with celebration, friendship and enjoyment of life. The vast majority of people enjoy beer in this spirit and in moderation. Beer brings people together in joyful and happy moments, and that is what Carlsberg Group, as a responsible brewer, wants to be a part of. We are conscious that beer is an alcoholic beverage and that its misuse can have severe and harmful effects on people. These potentially negative effects of misuse of alcohol need to be addressed.

As part of our proactive approach to tackling the misuse of alcohol, we have put together a set of principles for what defines responsible drinking and the practices of a responsible brewer.

1. Drink in moderation: Do not drink more than the weekly amounts recommended by your local, public health officials. Overconsumption of alcohol can have serious consequences.

2. Underage drinking: Only people of legal age should drink alcohol. Legislation to prevent those below legal age from purchasing of alcohol should be enforced.

3. Drinking and Driving: If you drink – don't drive. We want to help avoid driving under the influence of alcohol, e.g. in some cases we actively support public transport to and from events that we sponsor.

4. Drinking and pregnancy: We recommend that pregnant women avoid consuming alcohol.

5. Responsible marketing: We have drawn up rules for how we will reach consumers responsibly: for example, we will only target people of legal age and only suggest drinking in moderation. We support industry self-regulation of responsible marketing codes in all markets where we have majority owned subsidiaries.

6. We believe that we share a common responsibility with other producers of alcoholic beverages, legislators, retailers, parents and consumers all over the world to live by these principles. This policy is our foundation to how Carlsberg Group wants to be part of the solution in promoting responsible drinking.

The policy addresses six key headings:

1. We give consumers an informed choice

2. We encourage responsible drinking

3. We innovate responsibly

4. We support prevention and reduction of harmful drinking

5. We support self-regulation of responsible marketing codes

6. We promote responsible drinking internally

Jørgen Buhl Rasmussen
President & CEO

Anne-Marie Skov
Senior Vice-President
Group Corporate Affairs

RESPONSIBLE DRINKING POLICY

1.0 WE GIVE CONSUMERS AN INFORMED CHOICE

1.1 We make information about potential harmful effects of alcohol available on our packaging by use of symbols, text or addresses for web sites with equivalent information.

1.2 In our global product portfolio we will offer both non-alcohol beer and alcohol beer.

2.0 WE ENCOURAGE RESPONSIBLE DRINKING

2.1 We encourage consumers to responsible drinking by integrating messaging in branded marketing communication.

2.2 We engage with our consumers to encourage them to responsible drinking.

3.0 WE INNOVATE RESPONSIBLY

3.1 We will not produce or promote any alcoholic beverages which contain excessive amounts of added stimulants.

3.2 We will not develop new products that primarily appeal to under-age or imply excessive drinking.

4.0 WE SUPPORT PREVENTION AND REDUCTION OF HARMFUL DRINKING

4.1 We engage with governments, non-governmental organisations and other relevant stakeholders to prevent and reduce under-age drinking.

4.2 We are engaged in campaigns against consumers' drinking and driving in order to increase road safety.

4.3 We support research about positive or negative health effects of beer consumption.

4.4 We invite our customers and other relevant stakeholders to work together to promote responsible retailing and to avoid purchase and consumption of alcoholic beverages by under-aged consumers.

5.0 WE SUPPORT SELF-REGULATION OF RESPONSIBLE MARKETING CODES

5.1 We support self- and co-regulatory processes that enforce responsible marketing codes.

6.0 WE PROMOTE RESPONSIBLE DRINKING INTERNALLY

6.1 We encourage our employees to promote responsible drinking.

6.2 We apply internal measures to prevent potential harmful effects caused by employees' alcohol consumption in job related occasions.

CARLSBERG GROUP GROWING RESPONSIBLY

SCOPE OF THE POLICY
The policy applies to Carlsberg Group and all its subsidiaries. Our joint ventures and business partners are strongly encouraged to adopt and implement our Policy.

Our subsidiaries are defined as companies Carlsberg Breweries A/S directly or indirectly owns or controls more than 50% of the voting rights in the subsidiary or which it, in some other way, controls.

COMPLIANCE
Compliance with the Policy will be regularly monitored and any necessary corrective action identified and implemented.

APPLICATION
All Group Companies should ensure that the provisions of the Policy are communicated to their employees, in their own language. All external suppliers of products and services related to Responsible Drinking should be made aware of the Policy and, where appropriate, receive training in how to comply with it.

The Responsible Drinking Policy is supported by the "Responsible Drinking Guidelines" which are an integral part of the Policy.

Valid for: Carlsberg Group and subsidiaries
Approved by: Executive Committee
Document type: Policy – level 1
Reference: Group CSR Policies
Version: 001
Approval date: 01.01.2014

The Carlsberg Group shall periodically review the Responsible Drinking Policy and Guidelines in order to ensure their continued adequacy and relevance for our business. The most recent version of each will always apply.

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