Investor Relations Policy

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Royal Unibrew A/S Investor Relations Policy

1. Purpose and Objectives
Royal Unibrew A/S is committed to maintaining open, transparent, and consistent communication with the capital markets. Our objective is to ensure that all stakeholders have equal, timely, and accurate access to information that reflects the company's strategic direction, financial performance, and long-term value creation.

We aim to support a fair market valuation of our shares and promote liquidity under all market conditions.

2. Disclosure Principles
Royal Unibrew adheres to the principles of:

- Transparency: Providing clear and comprehensive information.
- Consistency: Ensuring regular and predictable communication with consistent definitions of financial and operational KPIs across all communications.
- Fairness: Treating all stakeholders equally.
- Compliance: Meeting all legal and regulatory obligations, including the EU Market Abuse Regulation (MAR) and Nasdaq Copenhagen rules.

The Company seeks to ensure that all external communication is consistent with previously disclosed information, as inconsistencies may give rise to an obligation to disclose inside information.

Inside information and timing of disclosure
Royal Unibrew continuously assesses whether information constitutes inside information. If inside information is identified, it will be disclosed as soon as possible once the information has reached a level of certainty where it constitutes a real event or circumstance, in accordance with the EU Market Abuse Regulation (MAR) as amended by the EU Listing Act. The company maintains insider lists and has procedures in place to prevent selective disclosure.

Confidentiality and leakage
Royal Unibrew ensures that inside information remains confidential until it is publicly disclosed.

If confidentiality can no longer be ensured, including in the event of a potential or actual information leak, the Company will disclose the relevant information as soon as possible in accordance with applicable regulations.

The company does not comment on market rumors or speculation unless required to correct materially inaccurate information.

3. Communication Channels

We disclose financial and corporate information through:

- Company announcements via Nasdaq Copenhagen
- Our corporate website (primary archive of public disclosures and investor materials)
- Financial results presentations are webcast live, and replays are made available on the company's website.
- Press releases
- An email subscription service for real-time updates
- We also use digital platforms, including social media, to enhance accessibility and engagement.

All investor-relevant information is published without delay and is archived on the company's website. Investor communication is conducted in English to ensure equal access for international stakeholders.

4. Investor and analyst engagement

Royal Unibrew actively engages with institutional and retail investors, analysts, and other stakeholders through:

- Investor and analyst meetings in Denmark and abroad
- Participation in conferences and roadshows
- Capital Markets Days and other company-hosted events

Presentation materials are made available on our website in advance or simultaneously with the events.

We may provide factual feedback on analyst reports upon request but do not influence their conclusions or distribute their reports. A list of analysts covering Royal Unibrew is available on our website.

Investor feedback gathered through engagements is summarised and shared with Executive Management and, as relevant, the Board of Directors.

5. Guidance

We provide forward-looking guidance on key financial metrics (e.g., revenue and earnings) in our Trading Statements, Interim Reports, and Annual Reports. This helps the market assess our performance and prospects.

Guidance may be updated between reporting periods if material deviations occur.

However, Royal Unibrew does not comment on the likelihood that it will meet, exceed or fall short of its guidance in terms of revenue and earnings. Nor will the company comment on the likelihood that it will meet, exceed or fall short of equity analysts' estimates, either on an individual or consensus basis. This applies in all phases of the reporting cycle.

6. Closed periods

To ensure fair disclosure, Royal Unibrew observes the following closed periods:

- Four weeks prior to Trading Statements
- Six weeks prior to Interim and Annual Reports

During these periods, we refrain from discussing financial performance, guidance, or participating in investor or analyst meetings.

7. Protracted processes

In the case of protracted processes (e.g., M&A, major investments, or strategic initiatives), Royal Unibrew will, as a general principle, disclose inside information when the relevant final event or outcome has materialized, unless earlier disclosure is required.

8. ESG and Sustainability Communication

We recognize the importance of Environmental, Social, and Governance (ESG) factors. ESG-related disclosures are integrated into our financial reporting and communicated through dedicated investor materials.

ESG disclosures are aligned with applicable regulatory requirements, including the EU Corporate Sustainability Reporting Directive (CSRD), and reflect the company's double materiality assessment.

9. Crisis Communication

In the event of significant or unexpected developments, Royal Unibrew will communicate promptly and transparently in accordance with regulatory requirements, ensuring stakeholders are informed of material changes.