



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.
- Fairness: Treating all stakeholders equally.
- Compliance: Meeting all legal and regulatory obligations, including the EU Market Abuse Regulation (MAR) and Nasdaq Copenhagen rules.

3. Communication Channels

We disclose financial and corporate information through:

- Company announcements via Nasdaq Copenhagen
- Our corporate website
- Press releases
- Investor presentations and webcasts
- An email subscription service for real-time updates
- We also use digital platforms, including social media, to enhance accessibility and engagement.

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.

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. Quiet periods

To ensure fair disclosure, Royal Unibrew observes the following quiet 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. ESG and Sustainability Communication

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

8. 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.