

## SINEBRYCHOFF IN FINLAND RESTRUCTURES FOR THE FUTURE

Carlsberg's Finnish subsidiary Oy Sinebrychoff has just announced plans to restructure its business as well as invest in a new PET bottle production.

As part of the plan, bottling and warehousing facilities will be centralised in one of the company's two breweries which will also start utilizing a new automated high bay warehouse later this autumn, thus becoming the logistics centre of the company.

As a consequence Sinebrychoff has given notice that staff will be reduced with approximately 140 employees throughout the organisation.

"We are market leaders and doing well, but even so timely efficiency improvements are essential to keep this position in the future," says Mikael Aro, CEO of Sinebrychoff.

The new operational model is expected to be fully implemented in 2008, thus achieving annual cost savings of approximately DKK 90m. The restructuring in Finland does not impact the latest guidance for 2006.

Investments in a new PET bottle production amount to DKK 140m. It will be ready in 2008 and enable Sinebrychoff to introduce a number of new products and recyclable packages.

### Contacts:

<b>Investor Relations:</b>	Mikael Bo Larsen	+45 3327 1223
<b>Media Relations:</b>	Jens Peter Skaarup	+45 3327 1417

*Carlsberg is one of the leading brewing groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest-growing and best-known beer brands in the world. More than 30,000 people work for Carlsberg at 92 local production sites in 48 countries, and its products are sold in more than 150 markets. In 2005 Carlsberg sold more than 100 million hectolitres of beer, which is about 83 million bottles of beer a day.  
Find out more at [www.carlsberggroup.com](http://www.carlsberggroup.com)*

### *Sinebrychoff:*

*Oy Sinebrychoff Ab is Finland's leading manufacturer of beer – main brands are Koff, Karhu and Carlsberg – and ciders, soft drinks and energy drinks. With an annual production of approximately 4 million hectoliters and a market share of 45%, Sinebrychoff is market leader in Finland. In 1972, Carlsberg bought 10% of Sinebrychoff and since 1999, Sinebrychoff has been 100% owned by Carlsberg. The company employs 1100 people at the two breweries in Pori and Kerava. Find out more at [www.koff.fi](http://www.koff.fi)*