

Notification and public disclosure of transactions in Carlsberg A/S shares by persons discharging managerial responsibilities and persons closely associated with them

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Social og Velfærdsfonden Carlsberg
2.	Reason for the notification	
a)	Position/status	Related party to Carlsberg A/S due to Hans Scott Andersen's position as member of the Carlsberg A/S Supervisory Board and chairman of the Board of Social og Velfærdsfonden Carlsberg.
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Carlsberg A/S
b)	LEI	529900100WJQYB5GYZ19
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	B shares
	Identification code	DK0010181759
b)	Nature of the transaction	Purchase of shares
c)	Price(s) and volume(s)	Price(s) 617.54922078 DKK per share Volume(s) 3850 shares
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	2017-02-09,12:34pm UTC (13:34 DK time)
f)	Place of the transaction	Nasdaq Copenhagen (XCSE)