

## CORPORATE PROFILE

### THE CARLSBERG GROUP, Copenhagen

#### 1. Head office

Carlsberg A/S  
100 Vesterfælledvej  
DK-1799 Copenhagen V  
Denmark

Tel: +45 31 21 12 21

Fax: +45 31 22 86 11

#### 2. Management:

Mr Poul J. Svanholm, President and CEO  
Mr Sven G. Petersen, Executive Vice President  
Corporate Research and Development

#### 3. Indicators (1990/91)

Annual sales: CAD 1,900 Million

R & D Expenses: N.A.

Employees: 13,500

R & D Employees: 150

#### 4. Principal activities

The Carlsberg Group ranks among the largest brewing groups in the world, and with the beer brands of Carlsberg and Tuborg enjoying the highest reputation. The principal activity of the group is beer brewing.

#### 5. History

The Carlsberg Group incorporates two of the oldest and largest Danish breweries: Carlsberg Breweries founded in 1847 and Tuborg Breweries founded in 1873.

The Carlsberg Group is unique among world brewing groups by its commitment to science through the Carlsberg Laboratory founded in 1876. This laboratory with status equivalent to a university institute is the origin of basic and applied research essential for the perfection of brewing.