

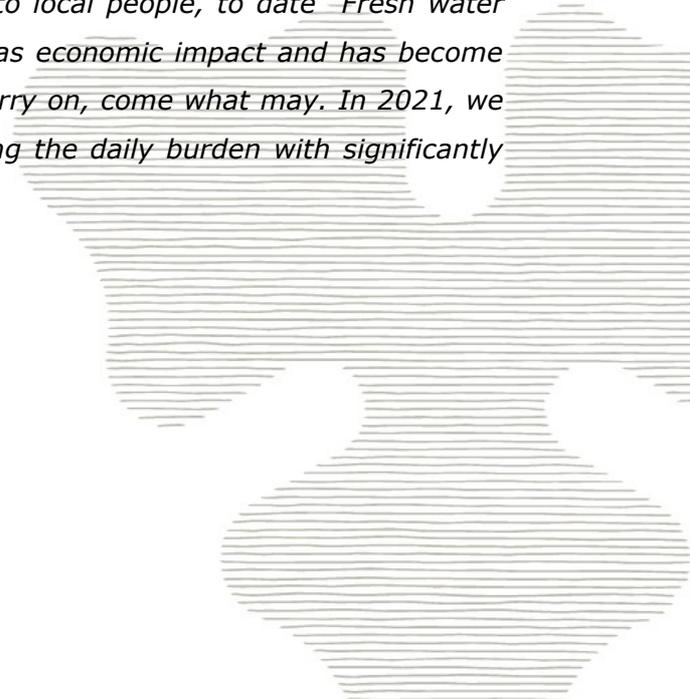
**HUDA'S INITIATIVE SET TO GRANT WATER ACCESS
FOR THOUSANDS OF RESIDENTS IN 5 CENTRAL PROVINCES IN 2021**

THUA THIEN HUE, 12/04/2021 – Now in its third consecutive year, Huda's "Fresh water for beloved Central" programme continues with five projects in 2021 to benefit communities in Nghe An, Ha Tinh, Quang Binh, Quang Tri and Thua Thien Hue provinces, reaffirming the brand's commitment to contributing towards a brighter future for the heartland of Central Vietnam.

Expanding on the positive impact achieved in the first two years of the long-term CSR programme "Fresh water for beloved Central", Huda announces five additional projects in the central provinces of Nghe An, Ha Tinh, Quang Binh, Quang Tri and Thua Thien Hue with the aim of significantly improving local water facilities. Scheduled for implementation from April 2021, these projects are expected to help alleviate local water shortages which often peak during summer months and flood season, servicing thousands of central residents and contributing to a healthier, more stable way of life.

Mr. Nathaniel Moxom, Managing Director of Carlsberg Vietnam, stated: "*Giving back to society has always been a part of our DNA. It's what motivates us to run our business with a sustainability mindset imprinted in every of our decisions. This program is no exception. Our visionary founder J.C. Jacobsen was driven by an ambition to brew for a better today and tomorrow. This requires both us and his descendants to not only brew better quality beer, but also contribute to a better community through a relentless drive towards sustainable development.*"

Mr. Andrzej Bialasiewicz, VP Marketing Carlsberg Vietnam, added: "*Springing from our purest desire to help bring better living conditions to local people, to date "Fresh water for beloved Central" has had proven social as well as economic impact and has become part of the long-term journey Huda endeavors to carry on, come what may. In 2021, we are headed for a new programme milestone, sharing the daily burden with significantly more local families in the upcoming period.*"



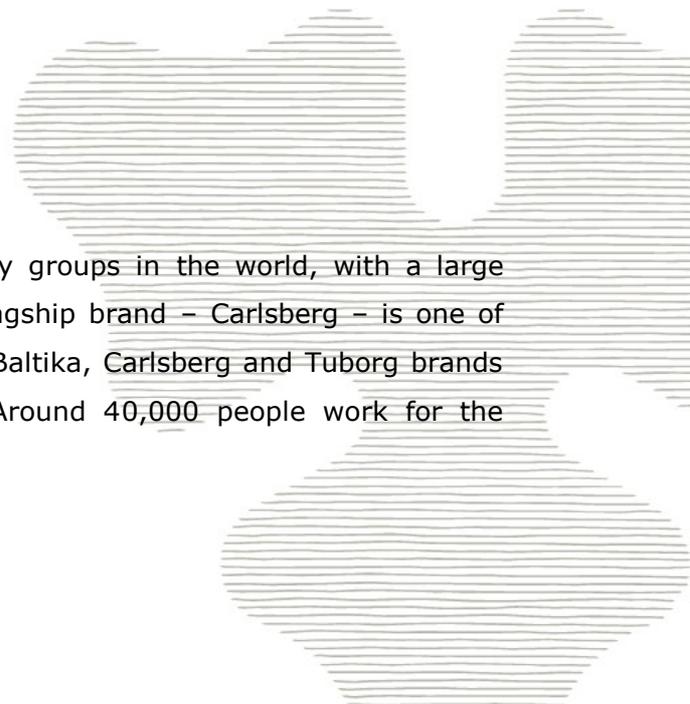


"Fresh water for beloved Central" helps thousands of Central people gain access to fresh water

Over the past two years, Huda's "Fresh water for beloved Central" has conducted 7 projects, providing reliable access to clean water to more than 20,000 people, and this despite the global pandemic, periods of extreme flooding and hot weather. Apart from the campaign to improve local water access, Huda's community-centric efforts have included support in the form of 6,000 care packages for residents of Central Vietnam during 2020's extreme flooding and more recently, 9,000 care packages distributed directly to underprivileged families at Tet 2021. These projects are a part of Huda's relentless efforts to uphold the region where the brand is headquartered.

About Carlsberg Group

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Its flagship brand – Carlsberg – is one of the best-known beer brands in the world, and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. Around 40,000 people work for the



Carlsberg Group and its products are sold in more than 150 markets. Find out more at www.carlsberggroup.com.

About Carlsberg Vietnam

Carlsberg is one of the first Danish multi-national companies to enter Vietnam, making its first investment in 1993. In 2013, the fully dedicated Carlsberg Vietnam organization was established, including representative offices nationwide and brewery located in Central Vietnam. Over nearly 30 years of establishment and development, Carlsberg Vietnam is setting its position as the organization committing for sustainability and social responsibility. Carlsberg Vietnam's brands including 1664 Blanc, Carlsberg, Tuborg, Huda, Festival and Halida are globally recognized for its superior quality and beloved by domestic users. More information about Carlsberg Vietnam and product range can be found at www.carlsbergvietnam.vn.

