



IN THE SPOTLIGHT

Sponsorships: it's all about passion

The Carlsberg Group has a long tradition of sponsoring events and activities that can be positively associated with our brands and values.

Sponsorships are about the passion that connects our brands and values with the sponsored events and their fans and supporters. They allow us to engage and develop relationships with consumers who share the same passion. The Group's sponsorships range from large global sponsorships to local sponsorships of music events, sports clubs and the like.

SUPPORTING BUSINESS GROWTH
There are compelling business reasons why sponsorships play an important and integral part in the Group's marketing activities.

Ultimately, sponsorships are about growing our business and driving the long-term sales of our beer brands. They are an effective way of communicating with consumers as they make brands directly visible to more people and help build brand awareness and credibility.

To fully leverage our sponsorships, our markets actively promote and advertise both global and local sponsorships in the media, via outlets, at events etc.

CARLSBERG'S LONG-STANDING INVOLVEMENT WITH FOOTBALL
Football is and has been part of the Carlsberg brand DNA for many years. Football is the world's most popular sport, with billions of fans and TV viewers all over the globe, and Carlsberg has become one of the world's biggest football sponsors.

Carlsberg has sponsored all the European Football Championships since 1988. In 2013, Carlsberg renewed its partnership with UEFA and is now official sponsor of the 2016 UEFA European Championships and the European Qualifiers.

In club football, Carlsberg has wide-ranging partnerships throughout Europe and beyond. In early 2013, Carlsberg signed a three-year sponsorship agreement with the English Premier League – the most famous football league in the world, not least in Asia, with a cumulative audience of 4.7 billion people – and a three-year partnership deal with the Chinese Football Association Super League.

TUBORG AND MUSIC
The Tuborg brand has been involved with music for years, with its support ranging from famous festivals to a solo guitarist performing in a crowded bar.

Tuborg's involvement with music has become an integral part of the modern music world, with the brand supporting the best music events and festivals in Europe, including Roskilde Festival (Denmark), GreenFest (Eastern Europe), Download Festival and Glastonbury (UK) and Exit Festival (Serbia; the largest annual music festival in Eastern Europe).

BALTICA SPONSORSHIPS
In late 2012, Carlsberg's Russian brewery, Baltika, and the Kontinental Hockey League (KHL) signed a partnership agreement for one-and-a-half seasons. The deal granted Baltika the right to display the KHL Championship logo on its products and use the titles "Official beer of the KHL" and "Official Supplier to the KHL".

At the 2014 Winter Olympic Games, Baltika was the "Official Beer Supplier of the XXII Olympic Winter Games of 2014 in the City of Sochi" in the beer category. The partnership allowed Baltika to use its supplier status in marketing communications and on product packaging.

These Russian partnerships help Baltika to communicate the company's support of and focus on sport, one of the company's social priorities, to Russian media, government and consumers.