

THIS LETTER IS IMPORTANT. PLEASE READ IT CAREFULLY.

If you are in any doubt as to the contents of this letter, you are recommended to seek your own independent financial advice immediately from a stockbroker, bank manager, solicitor, accountant or other independent financial or legal adviser authorised under the Financial Services and Markets Act 2000, if you are in the United Kingdom, or from another appropriately authorised independent financial adviser if you are in a territory outside the United Kingdom. You must obtain your own independent advice on these matters based on your particular situation.

This letter should be read in conjunction with the scheme circular to shareholders of Britvic PLC dated 22 July 2024, containing details of the Scheme, amongst other things.

22 July 2024



Dear [REDACTED]

Your Buyout Awards and the recommended acquisition of Britvic PLC by Carlsberg UK Holdings Limited ("Bidco")

You do not need to do anything to receive money for your Buyout Awards in connection with the Acquisition – this will happen automatically.

On 8 July 2024, Britvic PLC ("**Britvic**") and Carlsberg UK Holdings Limited ("**Bidco**") announced that they had agreed the terms of a recommended cash offer by Bidco to acquire the entire issued, and to be issued, share capital of Britvic (the "**Acquisition**").

An explanation of the defined terms used in this letter is provided in the Appendix. Terms defined in the Scheme Document will have the same meaning in this letter unless otherwise defined.

1. Why are we writing to you?

We are writing to you to explain what will happen to your outstanding conditional awards granted under the buyout agreement dated 6 October 2023 (your "**Buyout Awards**") in connection with the Acquisition.

Please read everything in this letter and the Appendix; the contents are very important.

If you participate in other Britvic share plans, you will receive separate letters about the effect of the Acquisition on your other share options/awards. Please also read those letters carefully as you may need to take action under them.

2. The Acquisition

It is intended that the Acquisition will take place through what is called a "scheme of arrangement" (the "**Scheme**"). This is a procedure that is subject to approval by Britvic Shareholders and the Court. In particular, as part of the Acquisition, the Court will sanction the Scheme on a date referred to throughout

this letter as “**Court Sanction**”. This date is not the date on which the Acquisition will be completed. The Acquisition is currently due to complete a couple of days after Court Sanction on the “**Effective Date**” upon filing the Court Sanction order with Companies House. If the Acquisition completes, it will result in Britvic and its subsidiaries becoming part of the Carlsberg Group.

Further information on the Scheme is set out in the Scheme Document dated 22 July 2024, a copy of which is also available on the Britvic website at <https://documentarchive.britvic.com/> and Carlsberg’s website at <https://www.carlsberggroup.com> respectively. A copy of this letter is available on the same websites.

3. What are the terms of the Acquisition?

The terms of the Acquisition are set out in full in the Scheme Document. However, in summary, if the Acquisition goes ahead, Britvic Shareholders will be entitled to receive 1,290 pence in cash for each Britvic Share they own at the Scheme Record Time, subject to the terms of the Acquisition. A special dividend of 25 pence per Britvic Share will also be declared before the Effective Date of the Acquisition and will be payable to any Britvic Shareholders as at the record date of the dividend.

4. When is the Acquisition likely to take place?

As the Acquisition is subject to various antitrust approvals, the Acquisition is currently expected to complete during the first quarter of 2025. You will receive further updates on timing in due course.

5. How will the Acquisition affect your outstanding Buyout Awards?

Normally, your outstanding Buyout Awards would vest on the vesting dates notified to you at the time of grant. On vesting, the Britvic Shares under the Buyout Awards would be transferred to you.

However, as a result of the Acquisition, any Buyout Awards you hold will vest in full on the earlier of their normal vesting date and Court Sanction. Any holding period will cease to apply on Court Sanction.

The underlying Britvic Shares will then be automatically acquired by Bidco for 1,290 pence in cash for each Britvic Share under the Scheme. As you will be a Britvic Shareholder at the record date of the special dividend, you will also receive 25 pence per underlying Britvic Share pursuant to the special dividend. Please see paragraph 10 below for the tax implications.

You do not need to do anything to receive the money for your Buyout Awards – this will happen automatically.

You will receive your sale proceeds for your Britvic Shares in cash to your bank account through payroll. Your proceeds will be paid to you as soon as possible once the funds are received from Bidco – it is expected that the funds will be received from Bidco within 14 days of the Effective Date.

6. What happens to your Buyout Awards if the Acquisition does not go ahead?

If the Acquisition does not go ahead, your Buyout Awards will not vest and will continue in effect in accordance with their normal operation.

7. What do I need to do?

You do not need to do anything as your Buyout Awards will vest on the earlier of their normal vesting date and Court Sanction. Your Britvic Shares will then be acquired automatically by Bidco under the Scheme.

8. Can I opt out of the Scheme and retain my Buyout Awards or my Britvic Shares?

No. If Court Sanction and the Effective Date occur, your Buyout Awards will vest automatically as described above. Any Britvic Shares that you hold will then be automatically acquired by Bidco under the Scheme.

9. What if I leave employment with the Britvic Group?

The leaver provisions under the terms of your Buyout Awards will apply in the normal way if you leave employment or have either given or received notice of leaving employment with the Britvic Group before Court Sanction.

10. What are the tax implications?

Income tax and employee social security contributions (the “**Tax Liability**”) will be withheld when you receive the cash payment in connection with the vesting of your Buyout Awards. The Tax Liability will, to the extent possible, be deducted from cash proceeds due to you through payroll.

No capital gains tax (“**CGT**”) should be payable on receipt of cash for your Britvic Shares from Bidco under the Scheme in connection with your Buyout Awards because the full value of the Britvic Shares will have been subject to income tax.

If you receive a payment in respect of the special dividend this should generally be subject to UK income tax as dividend income and you will be responsible for paying any tax due through self-assessment.

The above assumes you are resident and domiciled in the UK at all relevant times.

This letter does not constitute tax advice to any individual participants. Please remember that tax law can and often does change, and you should not necessarily assume the current tax position will continue.

11. What if you have questions?

If you have any questions that relate to the impact of the Acquisition on your Buyout Awards, please contact Equiniti at myshareplan@equiniti.com or +44 (0) 371 384 2520. If you are calling from outside the UK, calls will be charged at the applicable international rate. The Equiniti Employee Helpdesk is open from 8:30am to 5:30pm UK time Monday to Friday excluding public holidays in England and Wales. Calls may be recorded and randomly monitored for security and training purposes.

Please note that none of Britvic, Bidco, Equiniti or any of their employees, can provide you with legal, tax, financial or investment advice on the Acquisition. You must obtain your own independent advice on these matters based on your particular situation.

If you are in any doubt as to the contents of this letter or the action you should take, you are recommended to seek your own independent financial advice immediately from a stockbroker, bank manager, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000 (as amended from time to time), if you are resident in the United Kingdom, or from another appropriately authorised independent financial adviser if you are taking advice in a territory outside the United Kingdom.

12. Important notes

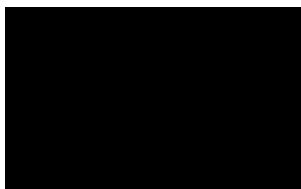
As your Buyout Awards will vest on Court Sanction automatically, no Proposals are being made to you in respect of the Acquisition.

Nothing in this letter constitutes financial advice to any holder of Britvic Shares or Buyout Awards.

You may request a hard copy of this letter, free of charge, by emailing myshareplan@equiniti.com and including your name, and the address to which the hard copy should be sent. You may also request that all future letters, documents, announcements and information to be sent to you in relation to the Acquisition should be in hard copy form.

If there is a conflict between the information in this letter and Appendix and the terms of the Buyout Award agreement or any relevant legislation, the Buy Out Award agreement and the legislation will apply.

Yours sincerely



For and on behalf of

Britvic PLC

For and on behalf of

Carlsberg UK Holdings Limited

Appendix

Defined Terms

“**Acquisition**” means the direct or indirect acquisition of the entire issued and to be issued share capital of Britvic by Bidco;

“**Bidco**” means Carlsberg UK Holdings Limited (a wholly owned subsidiary of Carlsberg A/S);

“**Bidco Directors**” means the persons whose names are set out in section 2.3 of Part VIII (Additional Information on Britvic, Bidco and Carlsberg) of the Scheme Document or, where the context so requires, the directors of Bidco from time to time;

“**Britvic**” means Britvic PLC, a company incorporated and registered in England and Wales;

“**Britvic Directors**” means the board of directors of Britvic, and “**Britvic Director**” means any of them;

“**Britvic Group**” means Britvic and its subsidiary undertakings and, where the context permits, each of them;

“**Britvic Shareholders**” means holders of Britvic Shares;

“**Britvic Shares**” means ordinary shares of 20 pence each in the capital of Britvic;

“**Carlsberg**” means Carlsberg A/S, a company incorporated under the laws of Denmark;

“**Carlsberg Group**” means Carlsberg A/S and its subsidiary undertakings and associated undertakings;

“**Co-operation Agreement**” means the co-operation agreement dated 8 July 2024 entered into between Bidco and Britvic;

“**Court**” means the High Court of Justice in England and Wales;

“**Court Sanction**” means the order of the Court sanctioning the Scheme under section 899 of the Companies Act being granted;

“**Effective Date**” means the date on which the Scheme becomes effective in accordance with its terms;

“**Buyout Awards**” means the outstanding conditional awards over Britvic Shares granted under the buyout agreement dated 6 October 2023;

“**Proposals**” means the proposals required to be made by Bidco for the purpose of Rule 15 of the Takeover Code;

“**Scheme**” means the proposed procedure by which Bidco will become the holder of the entire issued and to be issued ordinary share capital of Britvic as described in the Scheme Document;

“**Scheme Document**” means the document setting out the terms of the Scheme dated 22 July 2024 to Britvic Shareholders;

“**Scheme Record Time**” means 6.00 p.m. (London time) on the Business Day immediately after Court Sanction; and

“**Takeover Code**” means the City Code on Takeovers and Mergers, as amended from time to time.

NOTES

Morgan Stanley & Co. International plc ("**Morgan Stanley**") is acting as financial advisor to Britvic PLC and to no one else. Morgan Stanley is authorised by the PRA and regulated by the FCA and the PRA. In connection with such matters, Morgan Stanley's and its affiliates' respective directors, officers, employees and agents will not regard any other person as its client, nor will Morgan Stanley be responsible to anyone other than Britvic for providing the protections afforded to their clients or for providing advice in connection with the matters described in this letter or any matter referred to herein.

Europa Partners Limited ("**Europa Partners**"), which is authorised and regulated by the FCA in the United Kingdom, is acting as joint financial adviser exclusively for Britvic and no one else in connection with the possible offer and will not be responsible to anyone other than Britvic for providing the protections afforded to its clients or for providing advice in connection with the possible offer. Neither Europa Partners, nor any of its affiliates, owes or accepts any duty, liability or responsibility whatsoever (whether direct or indirect, whether in contract, in tort, under statute or otherwise) to any person who is not a client of Europa Partners in connection with the possible offer, this letter, any statement contained herein or otherwise.

Each of Morgan Stanley and Europa Partners has given and not withdrawn its written consent to the issue of this letter with the inclusion of references to its name in the form and context in which they are included.

The contents of this letter are not to be construed as legal, business, financial or tax advice. If you are in any doubt about the contents of this letter, you should consult your own legal adviser, financial adviser or tax adviser for legal, business, financial or tax advice.

The statements contained in this letter are made as at the date of this letter, unless some other time is specified in relation to them, and service of this letter will not give rise to any implication that there has been no change in the facts set out in this letter since such date. Nothing in this letter shall be deemed to be a forecast, projection or estimate of the future financial performance of Britvic or Carlsberg except where otherwise stated.

The release, publication or distribution of this letter in or into or from jurisdictions other than the United Kingdom may be restricted by law and therefore any persons who are subject to the laws of any jurisdiction other than the United Kingdom should inform themselves about, and observe, such restrictions. Any failure to comply with the applicable restrictions may constitute a violation of the securities laws of such jurisdiction. To the fullest extent permitted by applicable law, the companies and persons involved in the Acquisition disclaim any responsibility or liability for the violation of such restrictions by any person. This letter does not constitute an offer or invitation to purchase or subscribe for any securities or a solicitation of an offer to buy any securities pursuant to this letter or otherwise in any jurisdiction in which such offer or solicitation is unlawful.

The Britvic Directors, whose names are set out in section 2.1 of the Scheme Document, accept responsibility for the information contained in this letter, including expressions of opinion, other than information for which responsibility is taken by the Bidco Directors and the Responsible Persons pursuant to section 1.2 of the Scheme Document. To the best of the knowledge and belief of the Britvic Directors (who have taken all reasonable care to ensure that such is the case) the information contained in this letter for which they accept responsibility is in accordance with the facts and does not omit anything likely to affect the import of such information.

The Bidco Directors and the Carlsberg Responsible Persons, whose names are set out in sections 2.2 and 2.3 of the Scheme Document, respectively, accept responsibility for the information contained in this letter (including any expressions of opinion) relating to Bidco, Carlsberg, the Wider Carlsberg Group, the Bidco Directors, the Carlsberg Responsible Persons and their respective close relatives and

related trusts and other persons acting in concert with them, except that Paul Davies and Adam Stubbs shall not be responsible for the information contained in this Document relating to the Carlsberg Responsible Persons and their respective close relatives and the related trusts of, and other persons acting in concert with, the Carlsberg Responsible Persons, Carlsberg and the Wider Carlsberg Group (but excluding Bidco and the business of the Bidco Group). To the best of the knowledge and belief of the Bidco Directors and the Carlsberg Responsible Persons (who have taken all reasonable care to ensure that such is the case), the information contained in this Document for which they accept responsibility is in accordance with the facts and does not omit anything likely to affect the import of such information.