

The Carlsberg Foundation & the Carlsberg Group

Corporate purpose

Majken Schultz, Chair of the Carlsberg Foundation and Deputy
Chair of the Carlsberg Group

Professor, PhD

Copenhagen Business School

Purpose from the beginning 1882

THE GOLDEN WORDS

”In working the brewery it should be a constant purpose, **regardless of immediate gain, to develop the art of making beer to the greatest possible degree of perfection** so that this brewery as well as its products may ever stand out as a model and, through their example, assist in keeping beer brewing in this country at a high and honourable level.”



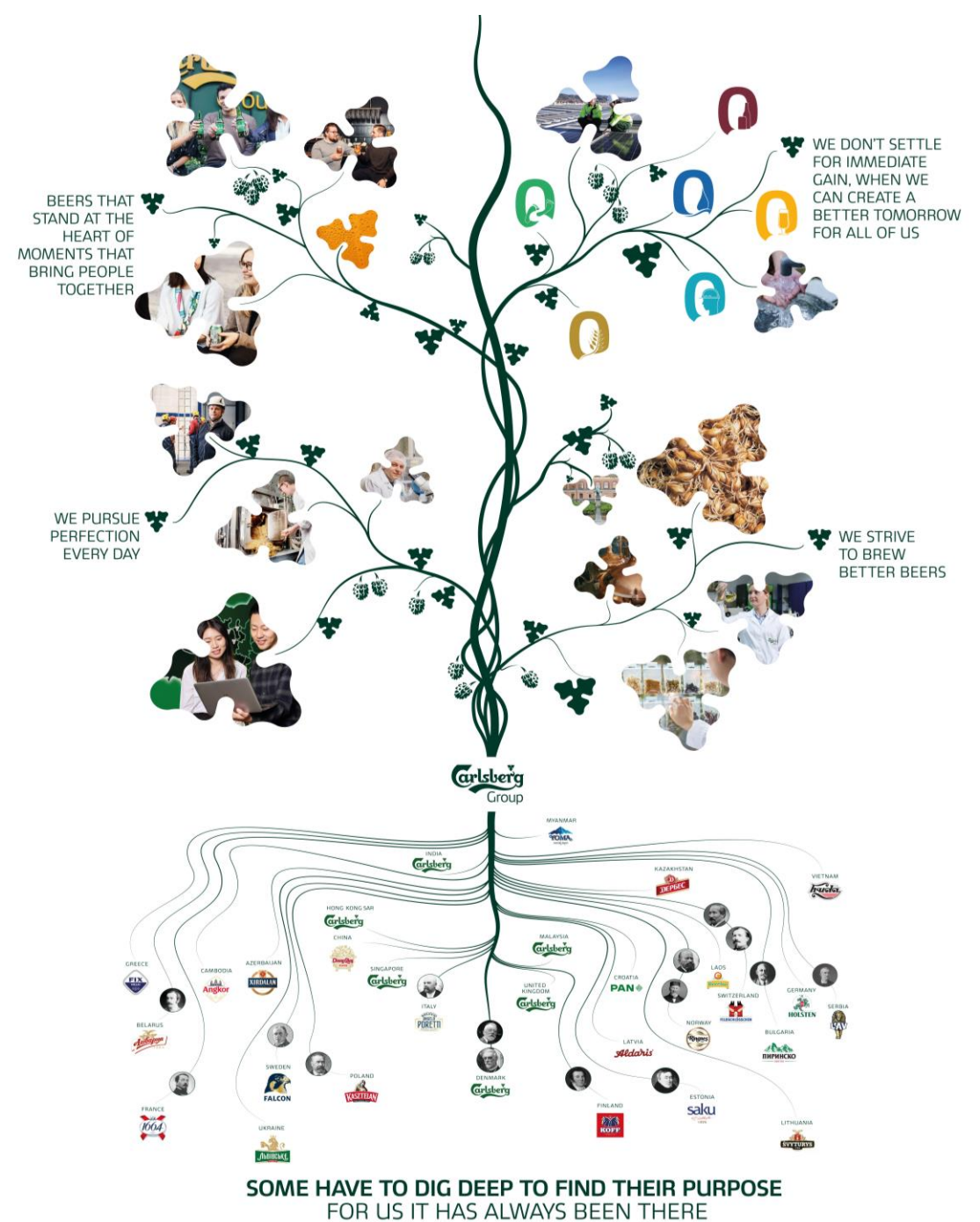
J.C. JACOBSEN
CARLSBERG FOUNDER

Quote from J.C. Jacobsens will

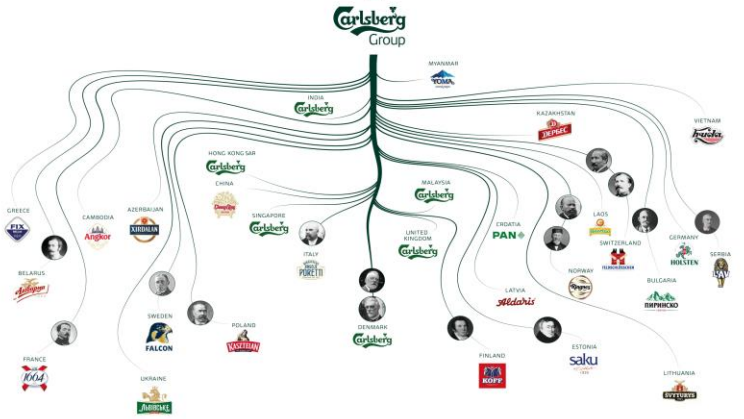


Purpose revisited 2017

We are brewing for a better
today & tomorrow



WE ARE BREWING FOR A BETTER TODAY & TOMORROW

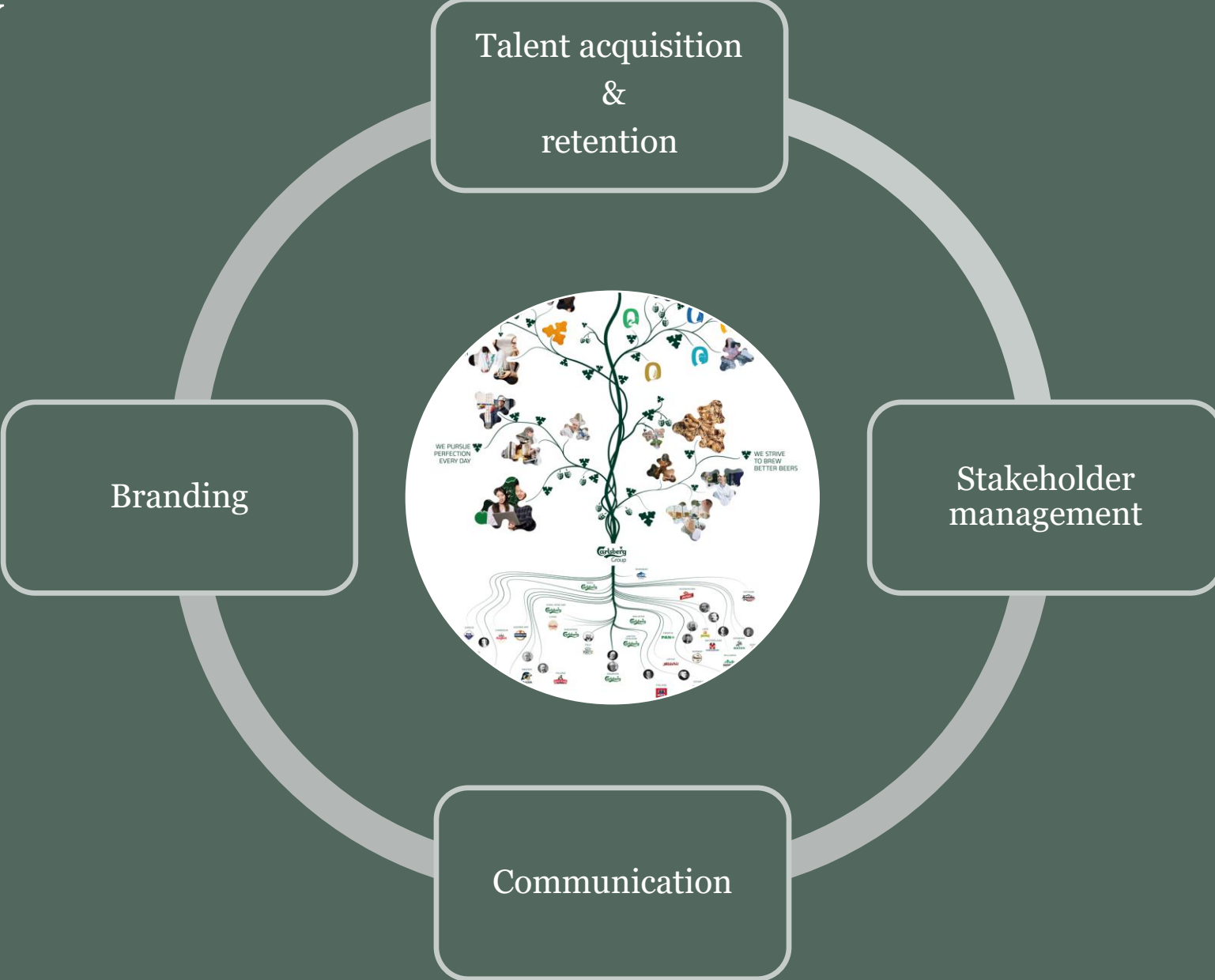


SOME HAVE TO DIG DEEP TO FIND THEIR PURPOSE FOR US IT HAS ALWAYS BEEN THERE

The corporate purpose arises from a long history and drives ...

- ❖ Pride and commitment
- ❖ Broad and long-term responsibility
- ❖ Dedication to innovation and improvement
- ❖ Focus on quality
- ❖ Obligation - giving back to society

When used actively
the well-defined
corporate purpose
provides a
competitive edge ...





Thank you