

Asahi Beverages Pty Ltd

ABN 51 004 243 994

Also trading as: **Asahi Lifestyle Beverages**

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Media Release

Response to ACCC announcement

Asahi Beverages welcomes today's announcement by the Australian Competition and Consumer Commission (ACCC) to not oppose Asahi's acquisition of Carlton & United Breweries (CUB).

Asahi Beverages has agreed to divest certain brands to address ACCC's concerns in relation to competition in the cider and premium international beer categories. The brands to be divested are:

- **Cider brands** – Strongbow, Little Green and Bonamy's.
- **Beer brands** – Stella Artois and Beck's.

We will now be putting in place steps to establish a standalone, independent business unit to help manage the divestment of these brands.

The deal requires the approval of the Foreign Investment Review Board (FIRB) and Asahi will continue to work with the regulators towards this.

-- Ends --

For more information:

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Members of the Asahi Beverages Group:

Asahi Holdings (Australia) Pty Ltd
ABN 48 135 315 767

Asahi Premium Beverages Pty Ltd
ABN 49 077 568 480



About Asahi Beverages

Asahi Beverages is the Oceania regional hub of Asahi Group Holdings, one of Japan's leading beverage companies. In addition to the Oceania regional hub, Asahi Beverages comprises of three trading Business Divisions, namely Asahi Lifestyle Beverages which manufactures, markets and distributes a broad portfolio of leading non-alcohol beverage brands, Asahi Premium Beverages which manufactures, markets and distributes a broad portfolio of alcohol products in Australia and Asahi Beverages New Zealand, which manufactures, markets and distributes a broad range of beverage products in New Zealand. Asahi Beverages employs more than 2,100 people across Australia and New Zealand. www.asahi.com.au