



ASAHI LIFESTYLE BEVERAGES SECURES LANDMARK DRINKS PARTNERSHIP WITH LEADING VENUES

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Asahi Lifestyle Beverages has signed a landmark five-year partnership to exclusively supply non-alcoholic drinks to some of the biggest entertainment venues in Australia.

The landmark deal with ASM Global includes nine venues in Australia with combined annual visitor numbers of ~ 5.2m patrons and annual non-alcoholic drink consumption of ~1.5m drinks. Visitors to the venues can now enjoy Asahi Lifestyle Beverages' most popular drinks brands, including Pepsi Max, Solo, Schweppes, Lipton Iced Tea and Cool Ridge Water.

The venues include:

Qudos Bank Arena, Sydney
Brisbane Entertainment Centre
RAC Arena, Perth
International Convention Centre Sydney
Brisbane Convention & Exhibition Centre
Aware Super Theatre, Sydney
Newcastle Entertainment Centre
Cairns Convention Centre
Darwin Convention Centre

Asahi Lifestyle Beverages Chief Executive Officer Nigel Parsons said the company was thrilled to be partnering with ASM Global, among the world's leading venue management companies and producers of live events covering 350 venues worldwide.

"We're looking forward to partnering with ASM Global to ensure our great brands are enjoyed in some of Australia's most iconic venues and to further enhance the consumer experience," Mr Parsons said.

Chairman and Chief Executive of ASM Global APAC, Harvey Lister AM welcomed the landmark partnership with Asahi Lifestyle Beverages to supply non-alcoholic drinks to ASM Global's Australian venues.

"We continue to seek out new ways to service our loyal patrons and owners, and this partnership enriches visitor and guest experiences and provides more choice of product at our venues. It is in step with a strengthening trend in Australia and aligns with ASM Global's own policies regarding the health and safety of fans and visitors to our many venues across Australia."

Don Elford, Director of Global Partnerships at ASM Global APAC, described the move to Asahi products as a 'win win' value proposition for both parties.

"When brokering the deal, ASM Global Partnerships put the patron and fan experience first and foremost. Asahi proved they can enhance the fan experience through quality products, healthy choices, sustainability and reliable supply and service. ASM Global will deliver Asahi a unique, discerning audience that will embrace quality offerings while enjoying events they are very passionate about."

For further enquiries:

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About ASM Global

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management - delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention, and exhibition centres, and performing arts venues.

About ASM Global (APAC)

From its Asia Pacific regional headquarters in Brisbane, Australia, ASM Global operates a network of venues that includes:

- Entertainment and Sports Arenas - Qudos Bank Arena, Sydney; RAC Arena, Perth; Brisbane Entertainment Centre; Newcastle Entertainment Centre; Aware Super Theatre at ICC Sydney; BCEC Great Hall, Brisbane; Cairns Arena; Bangkok Arena and EM Live Theatre, Bangkok (under development), Coca Cola Arena, Dubai; Kai Tak Sports Park Indoor Arena (under construction), Hong Kong; Axiata Arena, Kuala Lumpur; and Jeddah Arena, Saudi Arabia (under development),
- Live Performance Theatres - Brisbane, Cairns, Darwin, Sydney, Kuala Lumpur and Bahrain,
- Convention & Exhibition Centres - Brisbane, Cairns, Darwin, Newcastle, Sydney, Christchurch, Kuala Lumpur, Shenzhen, Bahrain (under construction), and Jeddah (under development), and;
- Stadiums - Suncorp Stadium in Brisbane, National Stadium Bukit Jalil in Kuala Lumpur, Kai Tak Sports Park Main Stadium, Hong Kong (under construction) and a significant ownership of VenuesLive, the operator of Accor Stadium, Sydney; CommBank Stadium, Parramatta; Optus Stadium, Perth and service provider to WIN Stadium, Wollongong; McDonald Jones Stadium, Newcastle; Netstrata Jubilee Stadium, Sydney; and Central Coast Stadium, Gosford.

About Asahi Lifestyle Beverages

Asahi Lifestyle Beverages is Asahi Beverages' non-alcoholic drinks business in Australia. ALB makes and distributes some of Australia's most-loved drinks. Our diverse range of drinks includes market-leading brands such as Schweppes, Solo, Cottee's and Cool Ridge water. It also includes Spring Valley and Charlie's juices plus StrangeLove premium adult soft drinks and mixers. We also proudly manufacture and distribute under licence Pepsi, Mountain Dew, Sunkist, Gatorade and Lipton Iced Tea.