



**12 December 2023**

## **Asahi Beverages CEO announcement**

Asahi Group Holdings is delighted to announce the appointment of Amanda Sellers as the new Group CEO of Asahi Beverages, our Oceania business.

Amanda has been the interim Group CEO since 13 June following the resignation of our previous CEO.

Atsushi Katsuki, President and CEO of Asahi Group Holdings, said:

“Amanda has played a critical role in the success and growth of Asahi Beverages as Group CFO and more recently as interim Group CEO of the business. She brings to the CEO role more than 20 years of industry and leadership experience which will equip her well in leading Asahi Beverages, Oceania’s leading beverages company.

“The Board of Asahi Group Holdings has huge confidence in Amanda’s ability to continue with the impressive growth trajectory of our business in Oceania, while also delivering our sustainability commitments and setting us up for long-term success in Australia and New Zealand.

“With Amanda’s appointment as Group CEO of Asahi Beverages, we also celebrate Amanda becoming the first ever female CEO of a regional headquarters within the Asahi Group.”

Amanda joined Asahi Beverages almost 5 years ago as the Group Chief Financial Officer. She has been in the beverages industry for over 20 years, during which time she also held senior roles at Treasury Wines, including CFO Asia and Europe, and before that CFO Australia and NZ.

Amanda Sellers said:

“It’s a tremendous honour to be entrusted with the leadership of Asahi Beverages at a key time for our business as we continue to invest in and grow our operations across Australia and New Zealand.

“Asahi Beverages’ continued success in Oceania lies not just in our great brands, like VB, Asahi Super Dry, Schweppes, Long White, Cool Ridge and Allpress Espresso coffee, but our team’s passion and ability to innovate and meet our consumers’ needs in a rapidly evolving beverages market.

“As interim Group CEO over the past 6 months I’ve had the pleasure of getting to know our customers and suppliers much better. I’m confident that through these valued partnerships, and the plans we’ve developed together, we’ll grow our businesses and deliver even more for our consumers.”

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## About Asahi Beverages

Asahi Beverages is a part of Asahi Group Holdings, a global leader in alcohol and non-alcohol beverages and food. AGH is headquartered in Japan and listed on the Tokyo Stock Exchange.

Asahi Beverages is Oceania's leading beverages company.

We produce many of Australia and New Zealand's favourite alcohol and non-alcohol beverages – some with histories stretching back to the 19th century. We have an ambitious innovation and sustainability agenda and plan to keep producing the very best drinks for many years to come.

With manufacturing plants in all Australian states and in New Zealand, our multi-beverage portfolio, includes drinks that bring enjoyment and connection to everyday moments in life regardless of the occasion. Asahi Beverages is comprised of three business divisions: **Carlton & United Breweries** (alcohol), **Asahi Lifestyle Beverages** (formerly Schweppes Australia), and **Asahi Beverages New Zealand**. Premium fresh coffee business Allpress Espresso and premium adult soft drink maker StrangeLove are also part of Asahi Beverages.

Our leading alcohol range in Australia includes Asahi Super Dry, Carlton Draught, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Matilda Bay, Somersby Cider, Riot Wine, Vodka Cruiser, and Lexington Hill cocktails. We also proudly import and distribute Corona beer.

Our diverse range of non-alcoholic drinks in Australia includes beloved brands such as Schweppes, Solo, Cottee's, Cool Ridge water and Spring Valley and Charlie's juices. We also proudly manufacture and distribute under licence Pepsi, Mountain Dew, Sunkist, Gatorade and Lipton Iced Tea.

In New Zealand, our alcohol range includes beers such Asahi Super Dry, Peroni and Boundary Road Brewery. It also extends to ready-to-drinks such as Long White Vodka and Vodka Cruiser along with Somersby Cider. Our non-alcohol range in New Zealand includes Charlie's and Phoenix Organics. We also proudly distribute wines in New Zealand such as Penfolds and Wolf Blass.