



ASAHI BEVERAGES

3 February 2025

Asahi Beverages announces executive changes

Asahi Beverages is pleased to announce the appointment of Nigel Parsons as Chief Commercial Officer, commencing on 1 April 2025.

This is a new role at Asahi Beverages, with the Chief Commercial Officer to have responsibility for the Group's commercial and sales functions across Australia and New Zealand, covering alcohol and non-alcohol. Nigel will continue to report to Group CEO Amanda Sellers.

Nigel has been CEO of the Asahi Lifestyle Beverages (ALB) business division since joining the business in March 2021.

Amanda Sellers said:

"I'm delighted that Nigel has accepted the new role of Chief Commercial Officer.

"Nigel has achieved considerable success as CEO of ALB, increasing our market share and sales across our non-alcohol beverages portfolio. Nigel has built exceptional relationships with our customers, which has resulted in significant new partnership deals and an expanded customer base.

"The consolidation of the Group's Australian commercial and sales functions and the NZ business under a Chief Commercial Officer will simplify our multi-beverage business, delivering a superior customer experience. We're confident that we'll unlock new growth opportunities and deliver on evolving consumer drinking trends."

With the consolidation of our alcohol and non-alcohol commercial and sales functions and the NZ business, we will no longer have CEOs in our three business divisions - ALB, Carlton & United Breweries and Asahi Beverages NZ.

Amanda Sellers said:

"It is therefore with great disappointment that we announce Danny Celoni, CEO of our CUB business division since 2022, has decided to leave the business. Danny has played an important role over the past few months in the discussions that have resulted in our new structure.

“Danny is an incredibly respected CEO and industry leader, so we understand Danny’s decision to pursue new opportunities at the CEO level. He will leave the business at the end of June, but until then he will continue to play an important role in ensuring the transition process runs smoothly.

“Danny has made an exceptional contribution to our business and will leave a lasting legacy. Danny’s significant achievements include the development of our leading alcohol innovation pipeline and CUB winning the Australian Drinks Awards Supplier of the Year two years in a row.

“His success in instilling a customer-centric mindset at CUB, and his effective strategies to expand the category, have delivered us strong growth across our alcohol portfolio over the past three years.”

Andrew Campbell, CEO of Asahi Beverages NZ, will continue to lead the New Zealand business in the new position of NZ Country Manager, reporting to the new Chief Commercial Officer.

The final element of the executive reorganisation is an expansion of Brian Phan’s role. Brian’s responsibilities will now include the Group’s Marketing, Innovation and Portfolio Management in Australia, covering both alcohol and non-alcohol, as Chief Growth Officer. He will continue to lead the Strategy and Disruption teams and will continue to report to Group CEO Amanda Sellers.

There will be no changes to our beverages or manufacturing operations as a result of this announcement.

About Asahi Beverages

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. 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 a member of Asahi Group Holdings, one of Japan’s leading beverage companies.

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