



PRESS RELEASE

LIVE NATION AUSTRALIA HAS PARTNERED WITH LEADING BEVERAGE COMPANY ASAHI BEVERAGES



AUSTRALIA (March 8, 2023) – Live Nation, the world’s leading live entertainment company, has announced an exclusive partnership with Australia’s leading beverages company **Asahi Beverages** – bringing some of Australia’s most iconic and loved drinks to music fans at concerts and music festivals. Asahi Beverages is Live Nation Australia’s first beer and cider partner across concerts and is the exclusive supplier of soft drinks brands including Pepsi, Solo & Schweppes to Live Nation festivals.

Since launching, the multi-year partnership has seen live entertainment fans enjoy a range of Asahi Beverages beers and ciders, including Carlton Dry, Balter, GOAT, Pirate Life, 4 Pines, and Somersby Cider, as well as soft drinks, including Pepsi Max, now exclusive to select Live Nation venues and festivals.

Asahi Beverages brands are an ongoing part of brand activations across Live Nation’s diverse portfolio of festivals including Festival X, Spilt Milk, and Harvest Rock, and at venues such as Melbourne’s iconic Palais Theatre and at Adelaide’s all-new Hindley Street Music Hall.

Nicole Lembke, Business Development Director, commented: *"We are excited by the opportunities created by this partnership with Asahi Beverages and the role it plays in enhancing the fan experience at Live Nation events. The partnership is a union between two industry leaders who share a joint dedication to maximising fan satisfaction, which acts as the core of all joint endeavours as we leverage Aussies' love of live music to generate excitement and engagement."*

Scott Templeton, Group Head, Commercial Partnerships Asahi Beverages, commented: *"We are incredibly excited to have partnered with Live Nation, aligning some of Australia's best beverage brands with Live Nation's incredible concerts and music festivals. This partnership presents a unique opportunity for Asahi Beverages to provide music fans with more moments to enjoy our range of products, whilst providing our brands with more ways to connect with new audiences through a shared passion point."*

Asahi Beverages and Live Nation kicked off the partnership with the 'Somersby Acts of Wonder' platform at the sold-out Spilt Milk Festival through November 2022. The promotion gave Spilt Milk audiences access to watch Young Franco up close with a 'CIDERSTAGE' promotion via a targeted social media campaign pre-festival.

In addition, Asahi Beverages and Live Nation launched a new Mountain Goat campaign to engage the 'Goat Army', which brought the new 'Goat Yard' platform to Spilt Milk for the first time. The Goat Yard brought beer and music experiences together, ensuring fans enjoyed their favourite rock'n'roll tracks while sipping ice-cold Mountain Goat. The activation featured troughs of tinnies in a beer barn, complete with rock'n'roll DJs.

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About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. For additional information, visit livenationentertainment.com.

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