

## Asahi Beverages Pty Ltd

ABN 51 004 243 994

Also trading as: **Asahi Lifestyle Beverages**

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## Media Release

### ASAHI COMPLETES CUB ACQUISITION

Asahi Beverages is delighted to announce that it has completed the acquisition of Carlton & United Breweries and welcomes CUB's employees to the Asahi Beverages family.

CUB has a long and proud history as Australia's leading brewer that stretches back over 150 years.

Chairman, Asahi Beverages, Peter Margin said: "This is a very exciting time to be part of the Asahi Beverages family as we embark on the next chapter, as the Oceania regional hub for Asahi.

"The acquisition of CUB will mean that Asahi Beverages is able to offer customers and consumers an even broader range of great tasting beverages with the addition of some of Australia's most popular and well-loved beer brands."

CUB becomes the newest business division of the Asahi Beverages Regional Hub alongside Asahi Premium Beverages, Asahi Lifestyle Beverages and Asahi Beverages NZ.

CUB will continue to operate in much the same way it does today, except under the auspices of Asahi Beverages in Australia.

-- Ends --

#### **For more information:**

Contact:

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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

The logo for Asahi Beverages, featuring the word "Asahi" in a large, blue, stylized font, with "BEVERAGES" in a smaller, blue, sans-serif font directly below it.

## **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 four trading Business Divisions, namely Carlton & United Breweries, 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. With the addition of CUB, Asahi Beverages employs around 4,000 people across Australia and New Zealand. [www.asahi.com.au](http://www.asahi.com.au)