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Royal Unibrew has today reached agreement on exclusive negotiations to acquire France based Etablissements Geyer Frères, which owns LORINA craft lemonade, PureThé and InFreshhh brands.

The exclusive negotiations concern the possible acquisition of 100% of the shares of the France based craft lemonade business 'Etablissements Geyer Frères', which owns, produces and distributes the LORINA, PureThé and InFreshhh brands with a focus on organic, artisanal products. The contemplated acquisition of the privately owned Etablissements Geyer Frères would give Royal Unibrew enhanced access to the French soft drink market and strengthen its export portfolio further. Etablissements Geyer Frères has production facilities in Munster in the north-east of France and has a significant presence in the USA. The company records annual revenues of about DKK 290 million and operates with market consistent earnings margins.

Prospective realisation of completion of the transaction

If the negotiations are successful, the realisation of a potential transaction will not be subject to any specific regulatory demands or approval from the competition authorities.

For further information on this Announcement:

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Royal Unibrew is a leading regional beverage provider in a number of markets — primarily in Northern Europe, Italy and in the international malt beverage markets.

We produce, market, sell and distribute quality beverages with focus on branded products within beer, malt beverages and soft drinks as well as cider and long drinks.

Our main markets are Denmark, Finland, Italy and Germany as well as Latvia, Lithuania and Estonia. To these should be added the international markets comprising a number of established markets in the Americas region and major cities in Europe and North America as well as emerging markets in for example Africa.

In all of our multi-beverage markets, we offer our customers strong and locally based brands. Based on continuous development and innovation, it is our objective to meet customer demand for quality beverages.

In addition to our own brands, we offer licence-based international brands of the PepsiCo and Heineken Groups.

The Announcement has been prepared in Danish and English. In case of discrepancy, the Danish version shall prevail.

Attachment

- [Fond-RU-42-2018-UK](#)