



## Royal Unibrew's acquisition of Bev.Con ApS approved by the Danish Competition Council

February 27, 2019

COMPANY ANNOUNCEMENT NO 7/2019 – 27 FEBRUARY 2019

As announced in Royal Unibrew A/S' company announcement no 40/2018 of 29 June 2018 an agreement to acquire 100% of Bev.Con ApS, including the brands CULT Energy, SHAKER and MOKAĀ, was entered on 29 June 2018. The acquisition was subject to approval by the Danish and German competition authorities.

The German competition authorities have previously approved the acquisition and today the Danish Competition Council approved the acquisition of Bev.Con ApS.

The acquisition is expected to be finalized this week.

Yours sincerely  
Royal Unibrew A/S

Hans Savonije  
President & CEO

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*Royal Unibrew is a leading regional beverage provider in a number of markets – primarily in Northern Europe, Italy, France 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, France 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 English version shall prevail.

### Attachment

- [Fond-RU-7-2019-uk cult](#)