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## PRESS RELEASE

# Arcus-Gruppen acquires Aalborg and Gammel Dansk

**Arcus-Gruppen has signed an agreement to acquire the brands Aalborg, Brøndums, Gammel Dansk and Malteser from Pernod Ricard. The purchase price amounts to EUR 103m. The acquisition is subject to approval from the relevant authorities.**

“Our strategy is to build strong Nordic brands, and the acquisition of these brands is in line with this strategy. We have a long, successful tradition in the field of aquavit as well as appreciable competence in the field of spirits. We are therefore delighted to be able to add these established brands to our portfolio. Not only does this acquisition strengthen our position on the Nordic spirits market, but the further development of these brands will allow us to make our portfolio even more attractive on the global market,” says Otto Drakenberg, CEO of Arcus-Gruppen.

Arcus-Gruppen is the leading player on the Norwegian wine and spirits market, and is well positioned also in Sweden. The acquisition of the Aalborg and Gammel Dansk brands will strengthen Arcus-Gruppen’s position in Denmark and Germany.

The acquisition also includes the production facilities in Aalborg, Denmark, as well as the Brøndum and Malteser Aquavit brands.

Aalborg Akvavit is the largest spirits brand in Denmark, and it is also sold on numerous international markets. Gammel Dansk was produced for the first time in 1964 by *De Danske Spritfabrikker* (Danish Distillers Ltd.), and is the most popular bitter in Denmark.

Arcus-Gruppen is acquiring the brands and the production facilities for EUR 103 million. The acquisition is conditional upon approval from the relevant authorities.

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### **FACTS ABOUT ARCUS-GRUPPEN**

*Arcus-Gruppen AS is a leading player in the production, sale and distribution of wine and spirits in the Nordic region. The company is represented in all Nordic countries. The principal owner is the Swedish investment company Ratos AB. Arcus-Gruppen AS conducts operations in three business areas: Spirits, Wine and Distribution. Over and above the parent company – Arcus-Gruppen AS – the main companies in Arcus-Gruppen are the subsidiaries Arcus AS, Arcus Wine Brands AS, Symposium Wines AS, Excellars AS, Vinordia AS, Vectura AS and Vingruppen i Norden AB. The Arcus-Gruppen headquarters are located in*

*Gjelleråsen, Norway, where the company has new administration and production facilities. Arcus-Gruppen employs 470 people and generates an annual turnover of approx. NOK 2 billion.*

**FACTS ABOUT AALBORG**

*The history of Aalborg Akvavit dates back to the 1800s and the three “spirits godfathers” – Isidor Henius, Anthon Brøndum and Harald Jensen – each of whom represents a separate direction in the production of aquavit and schnapps. The factory in Aalborg, which is a landmark in the city, produces and distributes a range of famous brands such as Aalborg Akvavit, Gammel Dansk, Brøndum Kummen Aquavit and Malteser Aquavit.*

For additional information, please contact

Otto Drakenberg, CEO Arcus-Gruppen, on + 46 70864 5504 or at [otto.drakenberg@arcus.no](mailto:otto.drakenberg@arcus.no)

Terje Thurmann-Moe, Communication manager, on + 47 9082 4179 or at [terje.thurmann-moe@arcus.no](mailto:terje.thurmann-moe@arcus.no)