

Asahi Beverages to divest beer and cider brands to Heineken

Asahi Group Holdings, Ltd.

Asahi Beverages Pty Ltd, Oceania Regional Headquarters of Asahi Group Holdings, Ltd, has agreed with Heineken N.V. (“Heineken”) to divest part of Asahi Beverages alcohol brands. The brands are owned or licensed by Carlton & United Breweries: Strongbow, Little Green and Bonamy’s, plus Stella Artois and Beck’s.

This transaction is part of the process under the resolution of issues approved by the Australian Competition and Consumer Commission (“ACCC”) for the acquisition of the CUB business. Completion of the sale to Heineken is subject to approval by the ACCC and the Foreign Investment Review Board (“FIRB”) of Australia and is expected to be approved by the end of 2020.