



the beverage group



Press release
Stockholm, September 15, 2016

The Beverage Group continues its expansion in the Nordics and strengthens the organisation with three new experienced profiles.

Finland



Managing Director Anu Hedman

The established subsidiary Winepartners Finland OY aims at becoming one of the leading actors at the Finnish market, holding a number of well-known brands in the portfolio. Ms Anu Hedman will manage Winepartners Finland OY. Ms Hedman started her job as Managing Director the 1st of September. Ms Hedman has no less than 16 years of experience from ALKO in Finland; the last position she held was as purchasing manager for a number of countries, for example Italy and USA.

"We see the expansion in Finland as a natural step in the extension of our Nordic platform. We believe that our clear concept with high quality wines, at the right price, in all segments will be a success on the Finnish market. Anu Hedman has a long and solid background working with alcoholic beverages in Finland and we are happy and proud to welcome her into our team"

Sweden



Sales & Marketing Director

Mr Mats Olausson is recruited to the position as Sales & Marketing Director by Winepartners Nordics AB. Mr Olausson last held the position as category manager at Swedish Systembolaget. He has eleven years of experience from purchasing and an impressive twenty years of total experience working at Systembolaget. He starts his new position at Winepartners Nordic on the third of October 2016.

"We are very proud that Mr Olausson has chosen to continue his career in wines with us. His particular skill set will be a tremendous asset for our organisation, not the least at the present, when we are in the midst of a major expansion. Mr Olausson will be in charge of business development for all of our import companies in Sweden."



Logistics Director Nordic

The Beverage Group hires **Pierre Höglund** as **Logistics Director Nordic**. Mr Höglund has previously worked at Drinks Logistics Partner (DLP) as country manager. He commences his position the third of October 2016.

"Mr Höglund will have the sole responsibility for the logistics flow in all of the Nordics and also for our export venture. The Nordic platform and the export division are expanding at a rapid pace and we see Mr Höglund's knowledge and experience of working in logistics as a great asset to the company group."

says Addi Suko, CEO The Beverage Group

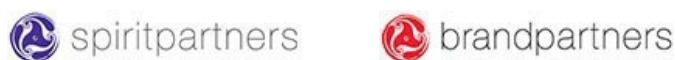


Addi Suko, CEO/partner - Mattias Grahn CFO /partner - Peter Broman/Business Development Director

The Beverage Group is one of the largest importers of alcoholic beverages to Systembolaget, Vinmonopolet & ALKO and exports to five countries outside of the Nordic monopoly markets.

The Beverage Group consists of Winepartners Nordic AB, Brandpartners AB, Spiritpartners AB, Winepartners Nordic AS, Winepartners Finland OY and the wine club Thewineroom.se.

The Beverage Group aims at record high revenue at about 80 million euros during 2016.



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