



Media Release

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NRL & ASAHI BEVERAGES TOAST PARTNERSHIP RENEWAL

The National Rugby League (NRL) today announced a multi-year extension of its partnership with Australia's leading drinks company, Asahi Beverages. The renewal consolidates existing sponsorships with Asahi Beverages' business divisions - Carlton & United Breweries and Asahi Lifestyle Beverages - into one agreement.

The deal locks in Asahi Beverages as the official Beer, Cider and non-alcohol beverage sponsor of the NRL.

Asahi Beverages' portfolio includes some of Australia's most-loved drinks with something for every NRL fan to enjoy, whether they're at the ground or cheering on their team at home with friends and family.

The lead brands for the partnership will be Victoria Bitter, as the official Beer of the NRL, and Solo, the official non-alcohol beverage of the NRL. Both brands will leverage in-stadium activations, social and digital campaigns and retail footprint executions to engage fans, including with non-sugar option Solo Zero. In addition, Asahi Beverages drinks, including Gatorade and Cool Ridge water, will be supplied to NRL Elite Teams such as the Kangaroos and Indigenous All Stars before, during and after matches.

NRL CEO Andrew Abdo said: "We are excited to bring together a long-term partner in Carlton & United Breweries and our more recent relationship with Asahi Lifestyle Beverages into one agreement under Asahi Beverages. The renewal will enhance our existing partnership and continue to offer unique benefits and great product choice to fans during our major events."

Asahi Beverages Group CEO Robert Iervasi said: "Asahi Beverages is thrilled to continue our multi-beverage partnership with the NRL. The NRL is a major passion of so many of our consumers and through this partnership we will be able to reach people wherever they choose to enjoy our great range of beverages."

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About Asahi Beverages

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ). We have manufacturing plants in all Australian states and make and distribute some of Australia's most-loved drinks.

In Australia, our diverse range of drinks includes leading non-alcohol brands such as Solo, Schweppes, Cottee's, Cool Ridge water, Spring Valley and Charlie's juices and Strangelove premium adult soft drinks and mixers. We also own premium coffee brand Allpress Espresso. In addition, we proudly manufacture and distribute under licence Pepsi, Gatorade Mountain Dew, Sunkist, Lipton Iced Tea and Kombucha.

Our leading alcohol range in Australia includes Victoria Bitter, Carlton Draught, Asahi Super Dry, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Good Tides seltzer, Somersby Cider, Riot Wine, Vodka Cruiser and Lexington Hill cocktails. We also proudly import and distribute under licence Corona beer.