



GLOBAL PARTNER

26 February, 2021

**PERONI LIBERA 0.0% AND ASTON MARTIN COGNIZANT
FORMULA ONE™ TEAM ANNOUNCE MULTI-YEAR PARTNERSHIP**

- Bringing together two iconic style brands with shared values of passion, flair and integrity, the partnership launches the stylish and aspirational alcohol free beer brand Peroni Libera 0.0% on a global scale.
- Agreement announced ahead of the 2021 Formula One™ World Championship which sees the highly anticipated return of Aston Martin Cognizant Formula One™ team to the sport.
- The partnership is in line with parent company, Asahi Europe & International's responsible drinking ambition to have 20% share of their portfolio dedicated to non-alcoholic products by 2030. Peroni Libera 0.0% invites consumers to feel free to live every moment. Safely, and in style. Inspiring them to drink less, better by providing an aspirational choice which suits their lifestyle.
- Peroni Libera 0.0% will be served at prestigious events across the global Formula One calendar including in the Aston Martin Cognizant Formula One™ Team motorhome at every Grand Prix and across a number of stylish city centre events aimed at engaging new & existing consumers.



Peroni Libera 0.0%, the Super Premium alcohol free beer brand, has announced a long-term, multi-year partnership with the Aston Martin Cognizant Formula One™ Team.

The new partnership celebrates the global launch of Peroni Libera 0.0% as a stylish and aspirational alcohol free beer choice and comes as the Aston Martin Cognizant Formula One™ team prepares to make its highly anticipated return to Formula One™ after more than 60 years.

Peroni Libera 0.0% will take centre stage of the partnership, bringing the alcohol free product to a passionate global audience. Peroni Libera 0.0% will be served at prestigious events across the global Formula One™ calendar including in the Aston Martin Cognizant Formula One™ Team motorhome at every Grand Prix and across a number of stylish city centre activations aimed at engaging new and current consumers.

The partnership plays a key role in the ambitions of the Peroni brand's parent company, Asahi Europe & International, to have 20% share of their portfolio dedicated to non-alcoholic products by 2030. Peroni Libera 0.0% is crafted with Italian passion and flair, to deliver a crisp and refreshing beer with 0.0% alcohol content. Its superior taste is delivered through a unique recipe with signature Italian Nostrano dell'Isola Maize, produced and bottled in Italy.

The Peroni Libera 0.0% logo will take pride of place on the Aston Martin Cognizant Formula One™ Team's 2021 challenger car livery and team kits throughout the season, which is set to be revealed to the world on Wednesday 3 March 2021. The partnership is in line with Asahi Europe & International's responsible drinking ambitions and is perfectly positioned to support the increased consumer demand for non-alcoholic beverages. Peroni Libera 0.0% invites consumers to feel free to live every moment. Safely, and in style. Inspiring them to drink less, better by providing an aspirational choice which suits their lifestyle.

The brand will also partner with Aston Martin Cognizant Formula One™ team to create a content campaign throughout the season aimed at opening the doors on both the team and the sport, engaging Formula One™ fans and lifestyle audiences, and bringing them closer than ever before to the most elevated moments in Formula One.

The first film, released today, features Aston Martin Cognizant Formula One™ Team drivers Sebastian Vettel and Lance Stroll revealing their inner passion and flair and what inspires the two drivers to excel at the pinnacle of motorsport.

Lawrence Stroll, Aston Martin Cognizant Formula One™ Team Chairman said:

"We are thrilled to welcome Peroni Libera 0.0% to the Aston Martin Cognizant Formula One™ family, and we are delighted that two such great brands will be in partnership from the very start of Aston Martin's historic return as a team entrant to the top tier of global motor racing after an absence of 61 years. This partnership is another boost to the team ahead of the new season and is an opportunity to bring together two iconic brands on a unique journey in Formula One™. We look forward to immersing Peroni Libera 0.0% into the team and achieving the brand's global growth ambitions through the platform of Formula One™."

Richard Ingram, Global Brands Director at Asahi Europe & International said:

"This is a landmark moment for Peroni Libera 0.0% and an opportunity to take our alcohol free beer brand Peroni Libera 0.0% to consumers through the platform of Formula One™. By partnering with the Aston Martin Cognizant Formula One™ team we believe we are creating an alliance of two iconic brands with fantastic synergies around style, heritage and passion. As health and wellbeing continues to drive innovation in the beer category, this partnership will widen the awareness of Peroni Libera 0.0% to ensure it remains the number one choice for those seeking an aspirational non-alcoholic option as part of their balanced lifestyle. We look forward to telling that story to the world throughout the 2021 Formula One™ season and for many years to come."

-ENDS-

For further information on the partnership or interview opportunities, please contact:

- James Robinson at CSM Sport & Entertainment – james.robinson@csm.com +44 7384 907458.

For further information on Peroni Libera 0.0% please contact:

- Shoma Amin at Asahi UK – Shoma.Amin@asahibeer-int.com +44 7788 345 806.

For further information on Aston Martin Cognizant Formula One™ Team please contact:

- Matt Bishop at Aston Martin Cognizant Formula One™ Team – matt.bishop@astonmartinf1.com +44 7408 835683

- Media Materials -

High-resolution photography & video content is available to the media via this link:

www.peroniitalia.com/the passioninside

- Notes to Editors –

About Peroni Libera 0.0%:

Asahi Europe & International -owned Italian brand Peroni Nastro Azzurro launched its first non-alcoholic beer Peroni Libera 0.0% in 2019. Triple hopped and made with Nostrano Peroni Maize to produce its distinctive rich fruity aroma, Peroni Libera 0.0% offers distinct notes of citrus and powerful hoppy bitterness, resulting in a crisp and refreshing finish. Peroni Libera 0.0% offers the same fresh taste experience as Peroni Nastro Azzurro and has been crafted with authentic Italian skill, passion, and flair.

About Aston Martin Cognizant Formula One™ Team:

After more than 60 years away from Formula One™, Aston Martin returns to Grand Prix racing in 2021. With one of the most iconic emblems in the world above the garages and a team of almost 500 passionate men and women at its heart, this is a team with both a rich heritage and a fresh perspective – bringing new energy to the sport with a determination to shake up the order and compete at the sharp end. Our mission is to use the global platform of motorsport to engage a new wave of fans – showcasing the technology and innovation which live at our core while representing the values that resonate with the changing world in which we live. The new age of Aston Martin Cognizant Formula One™ Team begins here.

www.astonmartinf1.com

About Asahi Europe & International

Asahi Europe & International is the international branch of Asahi Group Holdings, a global beverage and food company listed on the Tokyo Stock Exchange, Japan. It is the outcome of years of acquisitions, which allowed Asahi Group Holdings, a traditional Japanese producer of beer, whiskey and wide range of food products, to establish and strengthen its business in Europe and around the globe. As of 2020, the business is established under the Asahi Europe and International organization headquartered in Prague, Czech Republic. Building on centuries of European brewing heritage, the business runs 19 production facilities in 8 countries across Europe, and is the custodian of some of the best beer brands in the world, including Asahi Super Dry, Pilsner Urquell, Peroni Nastro Azzurro, Grolsch and Kozel. Within the Asahi Group, the remit of Asahi Europe and International is also to develop and manage all export markets globally, outside of Japan and Oceania. Covering 90 markets and with over 10,000 passionate colleagues on board, the business is well positioned to inspire people around the world to drink better.

About Asahi UK

Asahi UK is a subsidiary of Asahi Europe & International and is responsible for sales, marketing and customer operations across the UK and Ireland. Though the portfolio of Super Premium Beer brands, Asahi UK enriches consumer experiences through innovation, high-quality service and an exceptional portfolio of premium beer, ale and cider brands which include Peroni Nastro Azzurro (PNA), Asahi Super Dry (ASD), Meantime, Fuller's London Pride and Cornish Orchards. The Woking based business is focused on developing quality, super premium brands and delivering commercial value in the marketplace, through a strong belief in collaboration, customer excellence and people development.