



PRESS RELEASE  
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## **ARCTIC BLUE BEVERAGES SUBSIDIARY SIGNS TERM SHEET WITH NHL LEGEND TEEMU SELÄNNE**

Arctic Blue Beverages AB's wholly owned subsidiary, Arctic Blue Beverages Oy ("Arctic Blue Beverages" or the "Company") has signed a term sheet with former NHL star and entrepreneur Teemu Selänne (the "Term Sheet"), following previously signed Letter of Intent (LOI) which was communicated by way of press release on 23 June 2025 regarding the formation of a joint venture aimed at launching and commercializing the Arctic Blue Long Drink product portfolio in the U.S. market.

On 23 June 2025, Arctic Blue Beverages signed the LOI with a consortium of U.S. investors, led by Teemu Selänne, regarding the formation of a joint venture aimed at bringing the Arctic Blue Long Drink product portfolio to the U.S. market. Today, the parties have signed the Term Sheet, outlining the key terms and mutual intentions of the parties underlying the joint venture's formation which will serve as the basis for preparing the definitive agreement.

The collaboration is intended to leverage Arctic Blue Beverages' expertise and experience in the alcoholic beverages industry and Teemu Selänne's expertise of marketing, networking and knowledge about the U.S. market.

### **Key Aspects of the Term Sheet**

The Term Sheet covers, among other things, the background and purpose of the joint venture, its proposed structure, funding requirements and equity arrangement. It further includes the planned structure of the board of directors, initially including Teemu Selänne and Antti Villanen, as well as matters related to employment, operations, remuneration, and intellectual property and branding.

The initial phase of the launch will be financed by the U.S. investor consortium, which will contribute approximately USD 2.5 million in connection with the establishment of the joint venture. Following this initial funding, Arctic Blue Beverages will retain a majority ownership stake in the joint venture, reflecting the value of prior investments in product development and technical and industry know-how that underpin the joint venture's business. The parties further acknowledge the potential for an additional investment of approximately USD 1.5 million to support future expansion and growth initiatives, with the specific terms and structure of such investment to be determined through subsequent agreement. The joint venture is intended to be formed as a limited liability company under the laws of California, United States.

### **For more information, please contact:**

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#### **About us**

Arctic Blue Beverages AB is a Nordic beverage company whose best-known products are the multi-award-winning Arctic Blue Gin, Arctic Blue Gin Rose, Arctic Blue Laku and the world's first dairy-free gin-based oat liqueur, Arctic Blue Oat. The company invests heavily into international export and its products are sold in Finland, Sweden, Japan, Australia and more than a dozen other countries. For more information, visit Arctic Blue Beverages webpage <https://arcticbluebeverages.com>

*This information is information that Arctic Blue Beverages is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-10-08 09:50 EEST.*

#### **Attachments**

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[Arctic Blue Beverages subsidiary signs term sheet with NHL legend Teemu Selänne](#)