



PRESS RELEASE

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ARCTIC BLUE BEVERAGES' FULLY SECURED RIGHTS ISSUE POWERS STRATEGIC SHIFT, SUBSCRIPTION PERIOD ENDS ON MONDAY, 18 AUGUST 2025

Monday, 18 August 2025, is the last day of the subscription period in Arctic Blue Beverages AB's ("Arctic Blue Beverages" or the "Company") fully secured rights issue of approximately SEK 26.2 million (the "Rights Issue"). Please note that certain banks and brokers may have a closing date for subscription in the Rights Issue that is before 18 August 2025. Shareholders should therefore check with their bank or broker if they have an earlier deadline for subscription.

Summary of the Rights Issue

- Existing shareholders received two (2) subscription rights for each share held on the record date on 30 July 2025. One (1) subscription right entitles the holder to subscribe for one (1) share in the Company.
- The Rights Issue comprises a maximum of 52,396,178 shares. Upon full subscription in the Rights Issue, Arctic Blue Beverages will receive approximately SEK 26.2 million before deduction of issue costs.
- The subscription price in the Rights Issue is SEK 0.5 per share.
- The subscription period in the Rights Issue runs from and including 4 August 2025 to and including 18 August 2025.
- The Rights Issue is covered by guarantee commitments corresponding to 100 percent of the Rights Issue. The guarantee commitments consist partly of a so-called Bottom guarantee and partly of a so-called Top-down guarantee.

How to subscribe

- [Avanza](#) (Deadline 17 August, 23:59)
- [Nordnet](#) (Deadline 17 August, 23:59)
- [Swedish BankID](#)
- [Eminova Fondkommission](#)

ARCTIC BLUE BEVERAGES

Bulevardi 3 B 19 00120 Helsinki

**Information memorandum and subscription notes**

For complete terms and conditions of the Rights Issue and other information about the Company, please refer to the information memorandum that the Company published on 29 July 2025, which is available on the Company's website (www.arcticbluebeverages.com) and on Eminova Fondkommission AB's website (www.eminova.se). Subscription notes are available on the Company's and Eminova Fondkommission AB's respective websites.

Timeline for the Rights Issue

4 August - 18 August 2025: Subscription period

4 August 2025 - until the Rights Issue is registered with the Swedish Companies Registration Office: Trading in paid subscribed shares (BTA)

20 August 2025: Preliminary date for announcement of the outcome of the Rights Issue

Strategic shift driving efficiency and growth

Arctic Blue Beverages is implementing a strategic shift with a strong focus on commercialization and international expansion. Ongoing personnel restructuring and more efficient product portfolio management are expected to improve sales margins and create a leaner cost structure, generating potential annual savings of up to SEK 6 million from 2026. The Company will focus on strengthening its position in domestic and travel retail, while also driving e-commerce growth through increased presence and expanded offerings. The Arctic Blue Showroom Distillery will be further developed as both a brand experience and a sales channel. Alongside these initiatives, the planned launch in the United States through a joint venture with a U.S.-based investor consortium will mark a major milestone in the Company's expansion strategy.

Advisors

Eminova Partners Corporate Finance AB acts as financial advisor and Eversheds Sutherland Advokatbyrå AB acts as legal advisor in connection with the Rights Issue. Eminova Fondkommission AB acts as the issue agent.

For more information, please contact:

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The Company's Certified Adviser is Eminova Fondkommission AB | +46 8-684 211 10 | adviser@eminova.se



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>

Important information

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This press release is not a prospectus within the meaning of Regulation (EU) 2017/1129 (the "**Prospectus Regulation**") and has not been approved or reviewed by any regulatory authority in any jurisdiction. A prospectus will not be prepared in connection with the Rights Issue. Nor does this press release constitute an exemption document in the form prescribed by the Prospectus Regulation Annex IX.

This press release does not constitute an offer or invitation concerning the acquisition or subscription of securities in the United States. The securities referred to herein may not be sold in the United States without registration, or without the application of an exemption from registration, according to the U.S. securities act from 1933 ("**Securities Act**"), and may not be offered or sold in the United States without registration, covered by an exemption from, or in a transaction not covered by accounts. There is no intent to register any securities mentioned herein in the United States or to submit a public offer regarding such securities in the United States. The information in this press release must not be published, published, copied, reproduced or distributed, directly or indirectly, in whole or in part, in or to the United States (including its territories and provinces, each state in the US and District of Columbia), Australia, Belarus, Canada, Hong Kong, Japan, New Zealand, Russia, Singapore, South Africa, South Korea, Switzerland or any other jurisdiction where such publication, publication or distribution of this information would be contrary to the applicable rules or where such a measure is subject to legal restrictions or would require further registration or other measures than what follows of Swedish law. Actions in violation of this instruction may breach applicable securities legislation.

In the United Kingdom, this press release and any other materials in relation to the securities described herein is only being distributed to, and is only directed at, and any investment or investment activity to which this press release relates is available only to, and will be engaged in only with, "qualified investors" who are (i) persons having professional experience in matters relating to investments who fall within the definition of "investment professionals" in Article 19(5) of the Financial Services and Markets Act 2000



(Financial Promotion) Order 2005 (the “**Order**”); (ii) high net worth entities etc. falling within Article 49(2)(a) to (d) of the Order; or (iii) such other persons to whom such investment or investment activity may lawfully be made available under the Order (all such persons together being referred to as “relevant persons”). In the United Kingdom, any investment or investment activity to which this communication relates is available only to, and will be engaged in only with, relevant persons. Persons who are not relevant persons should not take any action on the basis of this press release and should not act or rely on it.

Forward-looking statements

To the extent this press release contains forward-looking statements, such statements do not represent facts and are characterized by words that "will", "are expected", "believes", "estimates", "intends", "assumes" and similar expressions. Such statements express the Company's intentions, opinions or current expectations or assumptions. Such future statements are based on current plans, estimates and forecasts which the Company's has made to the best performance but which the Company's does not say in the coming tomorrow. Future statements are combined with risks and uncertainties that are difficult to predict and in general cannot be affected by the Company's. It should be kept in mind that actual events or outcomes may differ significantly from what is covered by, or expressed for, in such forward-looking statements.

Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65 /EU on markets in financial instruments, as amended (“**MiFID II**”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “**MiFID II Product Governance Requirements**”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in the Company have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “**Target Market Assessment**”). Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares in the Company may decline and investors could lose all or part of their investment; the shares in the Company offer no guaranteed income and no capital protection; and an investment in the shares in the Company is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the share issue. Furthermore, it is noted that, notwithstanding the Target Market Assessment, the joint bookrunners will only procure investors who meet the criteria of professional clients and eligible counterparties.



For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in the Company.

Each distributor is responsible for undertaking its own Target Market Assessment in respect of the shares in the Company and determining appropriate distribution channels.

Attachments

[Arctic Blue Beverages' fully secured rights issue powers strategic shift, subscription period ends on Monday, 18 August 2025](#)