

Viva Wine Group acquires Vinklubben, one of Sweden's largest wine clubs

Viva Wine Group AB ("Viva Wine Group" or "the Company") has entered into an agreement to acquire all shares of Mytaste Food & Beverage AB ("Vinklubben"), one of Sweden's largest wine clubs, from Speqta AB (publ.) for a total purchase price of SEK 120 million on a cash and debt free basis (the "Transaction"). The transaction is expected to be closed in the beginning of April 2022.

Vinklubben has a leading market position within performance-based wine marketing and offers wine distributors a platform for online marketing. Vinklubben is Sweden's largest online community for wine with approximately 1.6 million members. In 2021 the revenue amounted to SEK 22.5 million and EBITDA of SEK 12.4 million (excl. management fees). The purchase price for the acquisition is SEK 120 million on a cash and debt free basis and is financed in its entirety from the Company's existing cash. Closing of the Transaction is expected to take place in the beginning of April 2022 and Mytaste Food & Beverage AB is expected to be consolidated in Viva Wine Group's consolidated financial reporting as of April 2022 and then included in the Sweden segment.

Through the acquisition of Vinklubben, Viva Wine Group further strengthens its relationship with Swedish consumers, implementing the strategy to strengthen the Company's growth with strategically important acquisitions. Viva Wine Group already runs two of the Swedish market's most successful wine clubs, Viva Vin & Mat and Tryffelsvinets Vinklubb. Vinklubben.se and the operations of Mytaste Food & Beverage AB will continue to be run as a separate company under the management of David Korolczuk.

Viva Wine Group's CEO Emil Sallnäs' comments:

"Viva Wine Group aims to continue to grow on the Nordic market and Vinklubben will be an important platform in our continued growth strategy. Vinklubben is one of the leading players in our industry when it comes to marketing wine and their entrepreneurial spirit fits very well with Viva Wine Group."

Speqta's CEO Fredrik Lindros' comments:

"Vinklubben has had a fantastic development and established themselves as the leading player for performance-based wine marketing in Sweden. Via Viva Wine Group and its entrepreneurial company and partners, Vinklubben will be given a strong base and a new home to continue its profitable growth. For Speqta this divestment is a part of the strategic review that was initiated in November 2021."

For further information, please contact:

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Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine. The Group consists of a collection of entrepreneurial companies with head office in Stockholm, developed through organic growth and strategic acquisitions. Viva Wine Group develops, markets, and sells both wholly owned and partner brands and offers affordable quality wines from all over the world to consumers in locations such as the Nordic countries, Germany, Switzerland, Austria, France, and the Netherlands. Sustainability is one of our foremost driving forces and we are a leader within certified ethical and organic wine.

www.vivagroup.se

This information is information that Viva Wine 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 2022-03-16 18:00 CET.

Attachments

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