

Viva Wine Group completes the acquisition of Vinklubben

Viva Wine Group AB (“Viva Wine Group” or “the Company”) today announces that the previously communicated acquisition of all shares of Mytaste Food & Beverage AB (“Vinklubben”) has been successfully completed according to plan.

The closing of the Transaction has taken place today April 1st 2022 and the purchase price of approximately SEK 121.1 million (SEK 120 million on a cash and debt free basis) was paid in cash. Mytaste Food & Beverage AB will be consolidated in Viva Wine Group's consolidated financial reporting as of April 2022 and 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.

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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

Attachments

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