



PRESS RELEASE
23 January 2026 13:00:00 CET

Viva Wine Group AB acquires majority stake in Alpha Brands

Viva Wine Group AB (publ) (the "Company") has through its subsidiary Norwegian Beverage Group AS reached an agreement to acquire Alpha Brands, a Norwegian company with sales of beverages to the grocery retail within the "NoLo" category, i. e. no- and low alcohol beverages. The Company will in a first stage acquire 60 percent of the shares with an option to acquire the rest of the shares in the future. The 40 percent of the outstanding shares is controlled by management and current shareholders. The Transaction of 60 percent of the shares is expected to be completed in Q1 2026.

The acquired business is expected to contribute approximately 130-150 MNOK in net sales and approximately 10-15 MNOK in EBITA in 2026. The transaction corresponds to an enterprise value of approximately 55 MNOK for 100 percent of the company, excluding any additional purchase price.

The additional purchase price is based on the company's performance development and is only payable to the extent that the result exceeds a set threshold level. The current assessment is that the earn-out could reach approximately 8 MNOK. The actual outcome depends on the results development.

The acquisition is part of the adopted strategy to strengthen the Company's growth with strategic acquisitions. With the acquisition of Alpha Brands, Viva Wine Group broadens its business to the grocery retail and strengthens its position in the Norwegian market. The Company also strengthens its position within no- and low alcohol beverages "NoLo", a growing category in most of the markets Viva is active in.

Alpha Brands is an established and growing importer within the grocery retail in Norway. The company has an innovative portfolio of popular brands in the Norwegian market. For example, Storm, Crush, Sun Lolly, Vithit and Snapple.

Tormod Wahl, CEO Alpha Brands comments: *"We are excited to become part of Viva Wine Group and continue our growth journey together. With our experienced team and clear focus on entrepreneurship, innovation and market leadership, we see a strong cultural fit that allows for synergies. We look forward to continuing to build a successful business together".*

Emil Sallnäs, CEO Viva Wine Group comments: *"I am very glad to add Alpha Brands to our Norwegian business. The interest in no- and low alcohol beverages is strong in all our markets which drives demand for innovative NoLo beverages. With the acquisition of Alpha Brands we are strengthening our portfolio within this growing category and at the same time we are broadening our business to the grocery retail and strengthening our position in the Norwegian market".*



PRESS RELEASE
23 January 2026 13:00:00 CET

For more information, please contact:

Petter Wulff, CEO, Norwegian Beverage Group

Tel: +47 416 84 030

Email: p.wulff@nbgroup.no

Emil Sallnäs, CEO Viva Wine Group

Tel: +46 709 56 58 72

Email: emil.sallnas@vivagroup.se

About Viva Wine Group AB

Viva Wine Group AB (publ) is a leading European wine group offering a wide range of quality wines to monopoly markets, retailers, restaurants and consumers. Through a large number of operating companies with a strong entrepreneurial spirit, the Company develops, markets and sells wines under both its own and partner brands. Viva Wine Group values a decentralised business model that allows scope for innovation while creating a common platform for synergies and economies of scale that drive value creation. With a strong track record, the Company focuses on generating profitable growth through the continuous development of its customer offering, complemented by strategic acquisitions. Viva Wine Group's share is listed on Nasdaq Stockholm (VIVA). More information at www.vivagroup.se.

Attachments

Viva Wine Group AB acquires majority stake in Alpha Brands