

Viva Wine Group scales down presence in China

Viva Wine Group AB ("Viva Wine Group" or "the Company") sells 81 percent of the shares in Viva Global AB ("Viva China"), to Vin och Vind AB ("Vin och Vind"), a company that is closely related to Viva Wine Group. The value of the transaction is less than 1 percent of Viva Wine Group market value and will be completed on June 1, 2022.

Viva Wine Group reduces its ownership in Viva China by selling 81 percent of the shares to Vin och Vind AB, a company owned by Björn Wittmark, a senior executive and a major shareholder of Viva Wine Group. Sales of Viva China amounted to SEK 7 million with EBIT SEK -1 million in Q1 2022 and are reported as part of the business segment Other. The transaction is settled in cash at a value determined through valuation by a third party. Viva Wine Group retains 19 percent of the shares after the divestment. The transaction will be completed on 1 June 2022.

The deal is part of Viva Wine Group's strategy to focus on its core business with a focus on growth in the Nordic monopoly markets and in the European e-commerce for wine.

Certified Adviser

FNCA Sweden AB, +46(0)8-528 00 399, info@fnca.se, is the Company's Certified Adviser on Nasdaq First North Premier Growth Market.

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About Us

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/en

Attachments

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