



PRESS RELEASE

28 November 2022 17:15:00 EET

ARCTIC BLUE BEVERAGES SIGNS NEW DISTRIBUTION AGREEMENT IN FINLAND

The award-winning Nordic beverage Company Arctic Blue Beverages Oy has signed a distribution agreement for the Finnish market with Norex Selected Brands Oy.

The distribution agreement covers distribution of Arctic Blue Beverages products to the national beverage retailing monopoly in Finland - Alko, to wholesale and on the HoReCa field. In combination with the distribution agreement, the Parties have also signed an agent agreement covering distribution of Arctic Blue Beverages products on the Nordic travel retail field.

For Arctic Blue Beverages, this agreement is important since both Finland and the Nordic travel retail belongs to the Company's home markets. Arctic Blue Beverages sales have developed well on the aforementioned areas, and the cooperation with Norex Selected Brands Oy will increase the momentum even further.

"We strive to streamline and enhance our sales and distribution operations, making the cooperation with Norex Selected Brands Oy a good example of that. This collaboration enables us to concentrate many channels into one experienced sales organization, and thus ensure a consistent brand image and competitive product portfolio in all our important channels", says Valteri Eroma, CEO of Arctic Blue Beverages.

Norex Selected Brands Oy is Finnish family-owned business founded in 1981. Norex is one of the largest importers of alcoholic beverages in Finland, importing beverages from over twenty different countries. Norex Selected Brands Oy have a large number of wine and spirit producers in their selection.

"We are very excited about this new partnership with Arctic Blue Beverages Oy. We see their products bringing value to our portfolio and see that we can help Arctic Blue Beverages to further strengthen their position in the Finnish domestic and Nordic travel retail markets", says Tomas Lönnberg, CEO of Norex Selected Brands Oy.

The distribution agreement enters into force 1st of January 2023 and the agent agreement 1st of December 2022.

ARCTIC BLUE BEVERAGES

Aleksanterinkatu 19 00100 Helsinki



For more information please contact

Valtteri Eroma, CEO

Phone: +358 44 531 3950

Email: valtteri.eroma@arcticbluebeverages.com

Stella Westerlund, Manager of investor relations and corporate communications

Phone: +358 45 110 9455

Email: stella.westerlund@arcticbluebeverages.com

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 Navy Strength 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>

This information is information that Arctic Blue Beverages 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 2022-11-28 17:15 EET.

Attachments

[Arctic Blue Beverages signs new distribution agreement in Finland](#)