



Arcus begins Nordic distribution of the world's best selling tequila

Proximo has selected Arcus as their new Nordic distributor, to sell their world-famous brands.



Proximo is one of the leading global spirits players, most famous for distributing Jose Cuervo Tequila, the world's best-selling and oldest tequila brand with a heritage tracing back to 1795.

In addition to Cuervo, Arcus will also sell Bushmills Irish Whiskey, the third largest Irish whiskey in the world, and The Kraken Black Spiced Rum, one of world's most dynamic and fastest growing rum brands.

Proximo's distribution arrangements with Arcus cover all Nordic markets including the duty free and travel retail channels.

Kenneth Hamnes, Arcus Group CEO, is excited by the synergies between the Proximo portfolio and the existing Arcus portfolio

"We are very happy and humble to be selected by Proximo as their new Nordic distributor. Being part of a strong Nordic portfolio, Proximo will have increased distribution and brand-building power. At the same time, the addition of Proximo's premium brands will strengthen Arcus's footprint within the Nordics," says Mr. Hamnes.

Gordon Dron, Managing Director EMEA & APAC for Proximo, is looking forward to a larger Nordic footprint for Proximo's brands:

"We are pleased to enter into pan-Nordic distribution arrangements with Arcus. We expect that our new distributor will help our portfolio of premium brands engage with consumers and help us grow those brands consistently and sustainably," says Mr. Dron.

The start of the distribution arrangements will be 1 January 2019.

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About Proximo

Proximo is a global innovator of quality spirits that create excitement with every sip. Always on the lookout for what's next, Proximo builds brands and invents new products to meet the world's changing tastes and





trends in memorable new ways. Proximo's portfolio consist of leading brands such as Jose Cuervo® Tequila, 1800® Tequila, Bushmills® Irish Whiskey and The Kraken® Black Spiced Rum among others.

About Arcus

Arcus is a leading Nordic branded consumer goods company focused on wine and spirits. Arcus is the world's largest producer of aquavit, and holds strong market positions for wine and spirits across the Nordics. Vectura, a wholly owned subsidiary, supplies complete logistics solutions for the beverage industry. Arcus was spun off from the Norwegian state monopoly, Vinmonopolet, in 1996 and since then has grown from a local company to an international group with the Nordic region and Germany as its home markets. The group also exports a significant volume of spirits to other countries, of which the most important is the USA. Arcus is listed on Oslo Børs.

