



Capital Markets Day, 14 March 2019

Arcus ASA is hosting a Capital Markets Day in Oslo today, at which the company will present plans and initiatives to reignite profitable growth. The areas that will be presented are Spirits, Wine Norway (including Arcus Wine Brands) and financials.

Wine Norway will continue to improve portfolio management, reduce complexity and further strengthen price management. Insight and innovation, which have been keys to success, will continue to be important going forward. Wine Norway target to further strengthen the position with both partner brands and Arcus' own brands, and accelerate growth in new channels and new markets.

Spirits will continue to grow the core categories aquavit and bitter, by rejuvenate core brands and portfolio in the Nordic markets and Germany. Some of the tools are premiumization, mixology and craft initiatives. Innovation and local adaption is as important for Spirits as it is for Wine. Spirits will continue to focus on selected initiatives with growth potential, targeting local consumers. Recent years, international brand owners have selected Arcus as their preferred partner in the Nordic region. Spirits will continue to leverage on the company's Nordic in-depth expertise and sales force to grow the partner business too. Across all initiatives, Spirits will strive to improve gross margin, with special focus on pricing and portfolio initiatives, supported by increased efficiencies in production and the value chain.

-The group aims to get back to profitable growth, says Group CEO Kenneth Hamnes.

-Our target is to reignite growth in Spirits, especially in markets with high aquavit share, and continue to manage gross profits in Wine. In addition, we will work on productivity in production, secure that distribution re-gains operational leverage from increased volume, and manage SG&A costs across the board, says Hamnes.

Gjelleråsen, 14 March 2019

About Arcus ASA: Arcus is a leading Nordic branded consumer goods company within the wine and spirits sector. Arcus is the world's largest producer of aquavit, and holds strong market positions for wine and spirits throughout the Nordic region. Vectura, a wholly owned company, 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 market. The Group also exports a significant volume of spirits to other countries, of which the most important is the USA. Arcus is listed on the Oslo Stock Exchange.

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THINK BEFORE
YOU DRINK. MAKE
GREAT MOMENTS
EVEN BETTER.

The Arcus logo, featuring the word "Arcus" in a white, stylized, italicized font against a dark blue rectangular background.