

# PRESS RELEASE



Sligro Food Group N.V.

## SLIGRO FOOD GROUP AND HEINEKEN ENTER INTO STRATEGIC PARTNERSHIP AGREEMENT

SLIGRO FOOD GROUP N.V. AND HEINEKEN NEDERLAND B.V. ANNOUNCE THAT FOLLOWING A PREVIOUS LETTER OF INTENT AND APPROVAL BY THE NETHERLANDS AUTHORITY FOR CONSUMERS & MARKETS (ACM), FINAL AGREEMENT HAS BEEN REACHED CONCERNING THE STRATEGIC PARTNERSHIP ANNOUNCED ON 9 MAY 2017 FOR BEER AND CIDER LOGISTICS IN THE NETHERLANDS AND THE SALE OF OTHER PARTS OF THE HEINEKEN BEVERAGES WHOLESALER TO SLIGRO FOOD GROUP.

In this partnership, Sligro will carry out HEINEKEN's logistics operations for the Dutch hospitality sector. This means that Sligro will process, store and deliver beer and cider orders, placed by the hospitality sector, for HEINEKEN, creating a one-stop shop for all beverages, food and non-food orders for HEINEKEN and Sligro hospitality customers. Not included in the partnership is the delivery of tank beer, which HEINEKEN will continue to do.

The partnership will make HEINEKEN Sligro's number one partner for beer and cider. In addition, HEINEKEN has sold the wholesale operations of the other food and non-food range, including soft drinks, waters, spirits, wines, tea and coffee to Sligro. The partnership has a term of 15 years. Parties have decided not to make any further statements about the purchase price and the value of the contracts. The Netherlands Authority for Consumers & Markets gave its approval in September.

### **Koen Slippens, CEO Sligro Food Group:**

"We're proud that both market leaders are entering into this special partnership. There will now be an intensive start-up phase, followed by an integration period that will take three to four years. To make combined beverage and drink deliveries a reality, over the next few years we will be investing around €80 to €100 million in an integrated state-of-the-art distribution network. We expect to be able to achieve full synergy."

### **Pascal Gilet, Managing Director of HEINEKEN Nederland:**

"This partnership means that both parties can join forces with the aim of providing our customers with even better service. 2018 will primarily be a transition year in which we will gradually see the benefits for our joint customers, whilst maintaining quality and maximum service levels. At HEINEKEN Netherlands, we are looking forward to concentrating fully on our core competencies: brewing, packaging, selling and building fantastic beer and cider brands."

Veghel / Zoeterwoude, 1 December 2017

<i>On behalf of the Executive Board</i>	<i>On behalf of the Management Board</i>
<i>Sligro Food Group N.V.</i>	<i>HEINEKEN Nederland B.V.</i>
<i>Koen Slippens</i>	<i>Pascal Gilet</i>
<i>Rob van der Sluijs</i>	

*For media enquiries:*

*Sligro Food Group*  
*Wilco Jansen | [wjansen@sligro.nl](mailto:wjansen@sligro.nl)*  
*+31 413 34 35 00*

*HEINEKEN Nederland*  
*Zita Schellekens | [zita.schellekens@heineken.com](mailto:zita.schellekens@heineken.com)*  
*+31 71 545 8000*

### **About Sligro Food Group**

Sligro Food Group encompasses Food Retail and Foodservice companies that sell directly and indirectly to the entire food and beverages market in the Netherlands and Belgium, providing a comprehensive package of food and food-related non-food products and services. In the Netherlands, Sligro Food Group has a network of 50 Sligro cash-and-carry and eight delivery service outlets for its Foodservice operations and with a market share of 24% is easily market leader.

Sligro Food Group strives to be a high-quality company achieving steady, managed growth for all its stakeholders. Sales in 2016 totalled €2.8 billion. The average number of employees on a full-time basis was over 6,700. Sligro Food Group shares are listed on Euronext Amsterdam.

### **About HEINEKEN Nederland**

HEINEKEN Netherlands is part of Heineken NV, the world's most international brewer. HEINEKEN Netherlands has approximately 3,000 employees and brews premium beer and cider brands such as Heineken®, Amstel®, Brand®, Affligem®, Desperados®, Wieckse Witte® and Apple Bandit®, brewed and bottled in three breweries in Zoeterwoude (also the head office), 's-Hertogenbosch and Wijkre. Our soft drink subsidiary, Vrumona, in Bunnik produces brands such as Pepsi®, Rivella®, Royal Club®, Crystal Clear®, Sisi® and Sourcy®.