



C&C agrees exclusive distribution partnership with Tsingtao

Agreement for importation and distribution of Tsingtao in the UK and Ireland

Dublin, London | 03 May 2018: C&C Group plc (“C&C” or the “Group”), the manufacturer, marketer and distributor of branded cider, beer, wine and soft drinks, today announces an exclusive distribution partnership with Tsingtao Brewery Company Ltd. ("Tsingtao"), China's #1 Beer Company, for the importation and distribution of Tsingtao in the UK and the Republic of Ireland.

Stephen Glancey, Group CEO at C&C Group plc, commented: *"This distribution agreement is consistent with our strategy to build an international premium brand portfolio that complements our national and local heritage brands. Tsingtao is a brand with a rich history and has become the UK's #1 Chinese beer. We are excited about this partnership, the opportunity to broaden Tsingtao's presence and to introduce this quality beer to discerning consumers across the UK and Ireland".*

Ning Ma, Tsingtao's General Manager, International commented: *"We are thrilled to leverage C&C's distribution strength, innovative marketing, and strong ties with millennial consumers, to usher in a new era of growth for Tsingtao in the UK and Ireland."*

The agreement between C&C and Tsingtao will take effect from 1 July, 2018.

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About Tsingtao Brewery Co., Ltd

Founded in 1903 by one British and one German, Tsingtao Brewery Company Limited is headquartered in Qingdao, the People's Republic of China. It is publicly listed both on the Hong Kong and Shanghai Stock exchanges, and is the manufacturer, marketer and distributor of flagship beer brand Tsingtao as well as dozens of other regional brands. It is the best-known Chinese Brewery internationally, with sales and distribution covering 100+ countries worldwide and is the No.1 imported Chinese beer brand in the U.K.

About C&C Group plc

C&C Group plc is a premium drinks company which owns, manufactures, markets and distributes branded beer, cider, wine, soft drinks and bottled water. C&C Group brands include: Bulmers the leading Irish cider brand; Tennent's, the leading Scottish beer brand; Magners the premium international cider brand; Tipperary Water; Finches soft drinks, as well as a range of niche, premium and craft ciders and beers. C&C Group also owns and manufactures Woodchuck, a leading craft cider brand in the United States and manufactures and distributes a number of 3rd party international beer brands in Scotland and Ireland. C&C is also a leading drinks wholesaler in Scotland and Ireland, where it operates under the Tennent's and C&C Gleeson brands respectively. C&C Group is headquartered in Dublin with manufacturing operations in Co. Tipperary, Ireland; Glasgow, Scotland; and Vermont, USA. C&C Group plc is listed on the Irish and London Stock Exchanges.

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