



Mattoni 1873 and PepsiCo finalize joint acquisition of Serbian producer of mineral water and soft drinks, Knjaz Miloš

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Today in Belgrade, Mattoni 1873 through its subsidiary, Karlovarské minerální vody (KMV) and PepsiCo, Inc. (PepsiCo), through its subsidiary Frito-Lay Trading Company (Europe), finalized the acquisition of 100 % stake in the Serbian producer of mineral water and soft drinks, Knjaz Miloš, from Mid Europa Partners, via joint venture.

The transaction, approved by the respective antitrust offices, comprises Knjaz Miloš's production site in Serbia, including its brands such as Knjaz Miloš, Aqua Viva, Guarana, ReMix Knjaz, Tube and Gusto.

With a history of over 200 years, Knjaz Miloš, based in Arandjelovac, Serbia is among the largest producers of mineral water, soft and energy drinks on the Serbian Market.

PepsiCo, a global food and beverage company operating in more than 200 countries and territories around the world, and Mattoni 1873, the largest distributor of non-alcoholic drinks in Central Europe, have a well-established business relationship in Central Europe. Mattoni 1873 is the producer and distributor of the PepsiCo beverages portfolio in the Czech Republic, Hungary, Slovakia and Bulgaria and the PepsiCo snacks portfolio distributor in the Czech Republic, Slovakia and Hungary.

„Welcoming Knjaz Miloš into the Mattoni 1873 family will provide the company not only with growth opportunities, but will also offer stability to our customers and employees. The union of Mattoni 1873 and Knjaz Miloš portfolios will bring excellent services to our consumers and customers,” says **Alessandro Pasquale**, General Manager of **Mattoni 1873**.

„Over the last years the collaboration between PepsiCo and Mattoni 1873 has been very successful and with this transaction we see significant potential to grow and expand our presence. We are delighted to partner with Mattoni 1873 on this new journey”, said **Christophe Guille**, GM Senior Vice President **PepsiCo** Central Europe, Greater Balkans & DACH.

„Knjaz Miloš has introduced product and packaging innovations to strengthen its leadership in the water and drinks categories. The company's new and refreshed brands have led the way in direct digital communication with younger customers. This innovative growth has led to the business more than doubling in size during Mid Europa's ownership. We wish the Knjaz Miloš management continued success as part

of Mattoni 1873 and PepsiCo", added **Robert Knorr**, Co-Managing Partner of **Mid Europa Partners**.

„By improving every aspect of our business performance over the past few years, we have made Knjaz Miloš a respectable company in our industry within Europe. We look forward to joining the leading brands as a testament to our success", said **Miloš Stojisavljević**, CEO of **Knjaz Miloš**.

Mattoni 1873 continues in its European acquisitions. Since 2008 it owns 100% share in Austrian Walduelle Kobersdorf. In 2015 it acquired Kékkúti Ásványvíz and Szentkirályi Ásványvíz, two leaders in bottled water in Hungary. In 2017 Quadrant Beverages JSC, official producer of PepsiCo soft drinks in Bulgaria, was included into the Group. And in 2018 they acquired bottling rights and assets of PepsiCo in the Czech Republic, Hungary and Slovakia.

Knjaz Miloš – Serbian leader with 200 years of tradition

Knjaz Miloš, based in Arandjelovac in central Serbia, boasts a tradition dating back to 1811 and is the leading mineral water market in the region of former Yugoslavia.

Knjaz Miloš is a long-term market leader with a strong and innovative portfolio. It includes sparkling natural mineral water KNJAZ MILOŠ, natural still mineral water AQUA VIVA, energy drink GUARANA, refreshing soft drink REMIX KNJAZ and juices GUSTO and GOLF. Knjaz Miloš employs approximately 800 workers in Serbia.



About Mattoni 1873

Mattoni 1873, a group around the managing company Karlovarské minerální vody (KMV), is the largest distributor of non-alcoholic beverages in the Central Europe. The Company was founded by a Karlovy Vary native, Heinrich Mattoni in 1873. The current group was created in the 1990's thanks to significant investments of the new owners, the Italian Pasquale family.

Mattoni 1873 products are currently distributed to 19 countries globally. The group owns mineral water brands in Austria, Hungary and Serbia. In Bulgaria, Slovakia and Hungary, Mattoni 1873 is the exclusive producer and distributor of PepsiCo portfolio. Mattoni 1873 employs 3 200 people in total.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$64 billion in net revenue in 2018, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of the business. For more information, visit www.pepsico.com

PepsiCo Cautionary Statement

Statements in this release that are "forward-looking statements" are based on currently available information, operating plans and projections about future events and trends. Forward-looking statements inherently involve risks and uncertainties. For information on certain factors that could cause actual events or results to differ materially from our expectations, please see PepsiCo's filings with the Securities and Exchange Commission, including its most recent annual report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. Investors are cautioned not to place undue reliance on any such forward-looking statements, which speak only as of the date they are made. PepsiCo undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

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