



Champion Breweries Plc.

Industrial Layout, Aka Offot, P.M.B. 1106, Uyo, Akwa Ibom State, Nigeria.

RC 13388

Email: info.cbplc@championbreweries.com

www.championbreweries.com

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EnjoyCorp Limited Announces Strategic Acquisition of Champion Breweries Plc

EnjoyCorp Limited, a holding company established for food, beverage and hospitality brands, has reached agreement with Heineken B.V, to acquire 100% of its shareholding in The Raysun Nigeria Company Limited, which in turn holds an 86.5% stake in Champion Breweries Plc, a leading regional brewer listed on the Nigerian Exchange Limited (“NGX”). The proposed transaction is subject to obtaining requisite regulatory approvals and the parties expect to close the transaction in Q2 2024.

EnjoyCorp intends to keep Champion Breweries Plc listed on the NGX. Heineken will continue to support Champion Breweries for a twelve-month period after the transaction has closed to ensure a smooth transition of ownership.

The proposed acquisition will mark EnjoyCorp’s strategic entry into the beverage category underpinning the company’s long-term commitment to the African consumer. The transaction will result in EnjoyCorp taking a controlling stake in Champion Breweries, integrating it as an anchor subsidiary.

About EnjoyCorp

- EnjoyCorp is building a Portfolio of Food, Beverage and Hospitality Brands. The company is poised to chart a course of transformative growth through strategic acquisitions and visionary leadership.
- EnjoyCorp’s mission is to enrich life's moments through a diverse portfolio of brands, designed to cater to every taste and occasion. The company is passionately committed to innovation, quality, and sustainability. By fostering a culture of responsibility and community, EnjoyCorp aims to inspire its customers to explore, celebrate, and enjoy life's moments responsibly with those who matter most.

Mr. Imo-Abasi Jacob
Chairman