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## **Arcus ASA – Board and management applies for shares in the Arcus IPO**

**Oslo, 22 November 2016:** On the first day of the bookbuilding period and the application period for Arcus ASA's initial public offering (the "Offering" or the "IPO"), the following primary insiders, including members of the Board of Directors and the management of Arcus have applied for shares ("Offer Shares") in the employee offering:

Michael Holm Johansen (chairman) has applied for Offer Shares for a total amount of NOK 2,000,000.

Leena Saarinen (board member) has applied for Offer Shares for a total amount of NOK 80,000.

Isabelle Ducellier (board member) has applied for offer shares for a total amount of NOK 80,000.

Eilif Due (board member) has applied for Offer Shares for a total amount of NOK 100,000.

Ingrid Elisabeth Skistad (employee elected board member) has applied for Offer Shares for a total amount of NOK 45,000.

Trond Berger (board member effective upon the first day of listing on Oslo Børs) has applied for Offer Shares for a total amount of NOK 750,000.

Sigmund Toth (Group CFO) has applied for Offer Shares for a total amount of NOK 850,000.

Per Bjørkum (Group Director Communications and IR) has applied for Offer Shares for a total amount of NOK 710,000.

Bjørn Delbæk (Group Director HR) has applied for Offer Shares for a total amount of NOK 747,500.

Mikael Norlander, representing Ratos AB on the Board of Directors, is excluded from applying for shares due to restrictions as a representative of Ratos AB.

The members of management set out below have undertaken to reinvest a certain percentage of their net gain from settlement of their synthetic shares and synthetic options which will take place at the first day of listing. The net gain and thus the investment will depend on the final offer price. They will, assuming that the final offer price is set at the low-end of the indicative price range or at the high-end of the price range apply for Offer Shares for a minimum and maximum amount set out below:

Kenneth Hamnes (Group CEO) will apply for Offer Shares for a total amount of minimum NOK 2,418,078 and maximum NOK 3,576,510.

Erlend Stefansson (Group Director Spirits) will apply for Offer Shares for a total amount of minimum NOK 1,397,136 and maximum NOK 2,404,620.

Thomas Patay (Group Director Wine Norway) will apply for Offer Shares for a total amount of minimum NOK 3,074,760 and maximum NOK 4,761,810.

Claes Lindquist (CEO Vine Sweden & Finland) will apply for Offer Shares for a total amount of minimum NOK 1,513,746 and maximum NOK 2,472,255.

Erik Bern (Group Director Group Supply Chain and Purchasing) will apply for Offer Shares for a total amount of minimum NOK 535,119 and maximum NOK 870,930.

All applicants in the employee offering will receive full allocation for their applications.

The subscription of shares by the members of management of Arcus will give right to Matching Shares as further described in the prospectus.

The applications have been made according with the terms and conditions for the employee offering described in the prospectus dated 18 November 2016 prepared in connection with the Offering and listing.

For further queries, please contact:

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### **About Arcus ASA**

Arcus is a leading Nordic branded consumer goods company within the production, import, sale and distribution of wine and spirits with Company revenue of NOK 2.5bn in 2015. The Company is the world's largest producer of aquavit and holds strong market positions within spirits and wine across the whole Nordic region. The company's headquarters are located at Gjelleråsen, right outside of Oslo, Norway.

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