



MERGER ANNOUNCEMENT

Competition and Consumer Protection Commission clears proposed acquisition by Molson Coors of Certain Assets of SABMiller

13/05/2016

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Molson Coors Brewing Company would acquire sole control of certain assets from SABMiller plc. The proposed transaction was notified on 4 April 2016.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

As a result of the proposed transaction Molson Coors would acquire sole control of MillerCoors LLC and (ii) Intellectual property rights, outside of the USA, to various trademarks related to Miller branded beers.

Molson Coors Brewing Company, headquartered in Denver, Colorado, USA is an international brewing company listed on the New York Stock Exchange. Within the State, Molson Coors Brewing Company markets and distributes various branded beers including: Blue Moon, Carling, Cobra, Estrella, Groesch, Molson Canadian, Rekorderlig, Sharps, Singha, Staropramen, and Worthingtons. Molson Coors Brewing Company also markets and distributes Franciscan Well beer which is brewed at the Franciscan Well Brewery in Cork City.

MillerCoors LLC, headquartered in Chicago, Illinois, USA is a joint venture between SABMiller and Molson Coors formed in 2008. MillerCoors LLC is involved, in the USA and Puerto Rico, in the manufacture, marketing and distribution of beer.

The trademarks to be acquired are in relation to the sale, outside of the USA, of brands including Miller Genuine Draft which is sold in the State.

SABMiller, headquartered in London, UK, is an international brewing company listed on the Johannesburg and London stock exchanges. SABMiller is involved in the manufacture, marketing and distribution of beer in over 80 countries worldwide.