



- Press release -

Capri-Sun acquires Austrian beverage start up 'all i need.' to capture the growing ready-to-drink healthy tea market

- Acquisition fits Capri-Sun Group's strategy of extending beyond its highly successful Capri-Sun juice drink in a pouch, tapping into the growing healthy-based beverage space and in particular tea-based beverages
- Transaction completed on September 26, 2018 as a 100% cash offer for 85% of the shares for an undisclosed amount
- Founders Thomas Miksits and Alexander Jiresch will stay involved to grow the brand further
- The brand will be rolled out to Germany and Switzerland in 2019

Vienna, AT and Baar, CH – September 26, 2018 – Capri-Sun Group and all i need. shareholders announced today that they have agreed for Capri-Sun Group Holding AG to purchase 90% of the shares with a call option for the remainder of the shares of the Austrian beverage start-up all i need beverage GmbH.

Capri-Sun, owned by entrepreneur Hans-Peter Wild and operating under new management, intends to double its beverage business in the next five years through organic growth as well as via diversifying its product range into new healthy beverages.

Roland Weening, CEO of the Capri-Sun Group said, "all i need has a range of great tasting and healthy sparkling tea drinks, a wonderful founders' story and an ethical background. It provides us with a compelling entry into the growing tea market."

all i need was founded in 2010 by Thomas Miksits and Alexander Jiresch. Since then, the company has been revolutionizing the beverage sector with its organic and sustainable tea drinks. Starting as a small start-up, all i need. has managed to establish itself on the Austrian market as an increasingly popular love brand. Now the company takes the next step on its growth path.

Thomas Miksits, co-founder of all i need said, "We feel that together with Capri-Sun all i need. will have a great future and the opportunity to advance our successful brand. This partnership will give us the chance to grow and to spread our values and our vision." Alex Jiresch, co-founder, added, "We will continue to develop natural drinks that taste great and are 100% organic and sustainable."

Consumers in Germany and Switzerland will soon have the opportunity to enjoy the delicious drinks as the new owner Capri-Sun rolls out all i need. to these markets at the beginning of next year.

Capri-Sun will continue to explore further merger and acquisition opportunities in the beverage industry.

- End of press release -



Notes to editors

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About Capri Sun Group Holding AG

The Capri Sun Group is the owner of the iconic beverage Capri Sun in a pouch that since 1969 has been conquering the world and is now available in over 100 countries. With global sales of \$1.4 bio. (Euromonitor 2016) the brand is going from strength to strength with recent launches in low sugar versions (<5 g per 100 ml, compliant with WHO guidelines) as well as exciting new flavors and ranges like Pure (60% juice, 40% water) and Fruity Water (97% water, 3% juice). All Capri-Sun products are free of artificial colors and preservatives. In addition to Capri-Sun the Group also markets GO! healthy energy drinks.

About all i need. beverage GmbH

all i need. stands for naturally activating tea drinks. The Vienna-based company was founded in 2010 by Thomas Miksits and Alexander Jiresch. The two friends' goal was to create an honest alternative to conventional energy drinks – with high-quality and 100% natural ingredients from organic and sustainable production. The beverages' energizing effect comes from a purely natural source: freshly brewed tea – the main ingredient. With all i need. Green Tea and all i need. White Tea, the company demonstrates that good taste, premium ingredients and a long-lasting stimulating effect make a perfect combination. all i need. products are organic and vegan certified, and since 2018 the company's entire production chain has been carbon neutral.