



3 February 2023

Lucas Bols completes Fluère acquisition

Lucas Bols N.V., a leading global cocktail and spirits player ("Lucas Bols"), today announces it has, in line with earlier communications, completed the acquisition of 100% of Fluère, a leading non-alcoholic spirits brand. Fluère's high-quality products are currently sold in over 20 countries, including many European countries and a limited number of US states.

The purchase price consists of a fixed component of approximately € 1 million and potential earn-out payments related to ambitious net revenue and EBITDA targets over a three-year period.

The transition and integration of Fluère has commenced and is expected to be completed no later than 1 April 2023.

Further information

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About The Lucas Bols Company

The Lucas Bols Company is a leading global cocktail and spirits player in the worldwide cocktail market and one of the oldest Dutch companies still active. Our mission is to create great cocktail experiences around the globe. The Lucas Bols Company is active in over 110 countries worldwide with a portfolio of more than 20 premium and super-premium brands. Bols The World's First Cocktail Brand includes the number-one liqueur range globally (not including the US). We are also the world's largest player in the genever segment, and our portfolio of brands includes Passoã, the number-one passion fruit liqueur, and the ultra-premium Tequila Partida brand.

Through the House of Bols Cocktail & Genever Experience and the Bols Bartending Academy, the company provides inspiration and education to both bartenders and consumers.

With almost 450 years of experience in the art of distilling and blending spirits and cocktails combined with the creative spirit of Amsterdam, we truly are 'Masters of Taste'.

The Lucas Bols Company has been listed on Euronext Amsterdam (BOLS) since 4 February 2015.

About Fluère

The Fluère brand was created in 2018 by Léon Meijers and Alfred Sandee, two Dutch entrepreneurs. Fluère is one of the leading non-alcoholic spirits brands, offering a range of five products: Original, Spiced Cane, Raspberry, Smoked Agave and newly created Bitter. Fluère is sold in more than 20 countries, including the Netherlands, Switzerland, France, UK, Germany and recently the US.

Fluère is the perfect base for a non-alcoholic long drink and because of its unique and subtle taste it is also a very versatile mixer for various no- and low-alcohol cocktails. Fluère lives by four brand values: Mindful, Cosmopolitan, Intriguing and Adventurous.

This press release contains inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation.