

Casablanca, September 13, 2024

SOCIÉTÉ DES BOISSONS DU MAROC SIGNS A PRODUCTION AND MARKETING PARTNERSHIP WITH THE DANISH GROUP CARLSBERG GROUP

Société des Boissons du Maroc (SBM), listed on the Casablanca stock exchange since 1943 and Morocco's leading beer producer, announces the signature on September 12, 2024 of a new strategic partnership with the Carlsberg Group. This agreement marks a major step forward in SBM's strategy of diversification and innovation, and reinforces its position as the leading brewer in the Moroccan market.

SBM will provide the Carlsberg Group with its century-old know-how, its distribution network and its unique industrial expertise.

Carlsberg is the world's third-largest brewery group, with prestigious premium international brands that will diversify the product portfolio of Société des Boissons du Maroc.

With the support of the Carlsberg Group, Société des Boissons du Maroc aims to consolidate its position in the Moroccan market, while continuing to shine through its iconic brands and innovation initiatives.

Statement by Société des Boissons du Maroc General Manager Mr. Sébastien Yves-Ménager :

"This partnership with the Carlsberg Group fits perfectly with our long-term development strategy and meets our ambition to offer our customers a wide choice of locally produced beers. This new alliance will enable us to bring our consumers international brands produced in Morocco, thus consolidating our commitment to 'made in Morocco', an essential lever for economic development in the Kingdom of Morocco."