

ASAHI SUPER DRY LAUNCHES FANZO-POWERED BAR FINDER ON OFFICIAL RUGBY WORLD CUP 2023 PLATFORMS AS PART OF ITS GLOBAL ACTIVATION TO ENHANCE THE FAN EXPERIENCE

Asahi Super Dry has partnered with sports tech company FANZO ahead of this autumn's Rugby World Cup in France.

The deal is a boost for pubs, bars and fan zones serving Asahi Super Dry as well as the millions of rugby fans around the world who don't have tickets to games during the sport's flagship event.

Using the Rugby World Cup 2023 website, rugby fans all around the world will be able to find venues in which to watch the action unfold, from Brisbane and Belfast to London and Lyon.

As the official beer of the tournament, Asahi Super Dry has exclusive rights to the choice of venues promoted, ensuring the commercial benefits of their partnership with World Rugby are felt not just in the host country, but in more than 3,000 venues worldwide.

"Asahi has asked us to help bring rugby fans together across the globe this autumn and we couldn't be happier" says FANZO co-founder and CEO, Leo MacLehose.

"While 2.6 million fans will watch the games in stadiums across France, millions more will connect with fellow fans across the world to share their passion for the sport and create unforgettable sporting memories. By opening up our technology for the first time and integrating with World Rugby we'll be bringing more fans together than ever before to enjoy Asahi Super Dry and the sport at its best."

Eleonore Droulers, Global Brands Director, Asahi Europe and International said, 'We are excited to be partnering with FANZO and World Rugby to elevate both the customer and on-trade experience ahead of this year's Rugby World Cup. For fans, this means making it much more convenient for them to come together to watch the matches at quality Asahi Super Dry venues with chances to win exclusive signed merchandise and Beyond Expected experiences.

For our valued on-trade partners, this partnership provides them with the exclusive opportunity to drive footfall and elevate the match experience for their customers."

For more information visit www.fanzo.com or www.asahisuperdry.com/en-ot/rugby-world-cup ENDS

PRESS CONTACTS

For all enquiries contact Asahi via susannah.lowe@fuseint.com or FANZO via dom@fanzo.com.

About Asahi Europe & International well-positioned

Asahi Europe & International is the international branch of Asahi Group Holdings, a global beverage and food company listed on the Tokyo Stock Exchange, Japan. It is the outcome of years of acquisitions, which allowed Asahi Group Holdings, a traditional Japanese producer of beer, whiskey and wide range of food products, to establish and strengthen its business in Europe and around the globe. As of 2020, the business is established under the Asahi Europe and International organization. Building on centuries of European brewing heritage, the business runs 19 production facilities in 8 countries across Europe, and is the custodian of some of the best beer brands in the world, including Asahi Super Dry, Pilsner Urquell, Peroni Nastro Azzurro, Grolsch and Kozel.

Within the Asahi Group, the remit of Asahi Europe and International is also to develop and manage all export markets globally, outside of Japan and Oceania. Covering 90 markets and with over 10,000 passionate colleagues on board, the business is well positioned to inspire people around the world to drink better.

About FANZO

FANZO brings fans together to create unforgettable sporting memories. Its technology helps broadcasters, rights holders and brands unlock the potential of out-of-home live sports consumption.