



Zurich, March 8, 2022

Notification / Press Statement

Launch of Trivarga / Trivamarca MENA

Trivarga continues to redefine the beverage category, delivering refreshment in how we see the market not just in the bottle.

As per March 2022, **Trivamarca GmbH**, a 100% subsidiary and the Own Brands Business Unit of Swiss headquartered Trivarga AG, will expand its business reach and launch regional operations in the Middle Eastern and North African region, bringing its fast-growing portfolio of new generation beverages to consumers across one of the most dynamic market areas.

Mr. Richard Kohn takes over the responsibility as Head of MENA Operations on behalf of Trivamarca to roll out the Trivamarca platform and lead our activities across the MENA region. Mr. Kohn is an extremely experienced and proven consumer goods specialist with many years of expertise in the MENA region and someone whose focus on building long-term business relationships exemplifies the Trivarga group's core values.

The roll-out of Trivamarca in the MENA area has soft-started at the beginning of 2022. Its operational hub is based in Dubai.

Trivarga AG is home to an internationally operating group of companies that provides a large scope of products and services to the Swiss domestic and international beverage industries. It is the number 1 distributor for independent beverage brands in Switzerland and a leading turn-key service provider to the beverage industry for clients on 4 different continents.

Trivamarca GmbH is Trivarga's brand engine that creates and launches new beverage brands for distribution and allocation to third party distributors worldwide.

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