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**Pivovary Lobkowicz Group, a.s. initial public offering:
was successful**

Offer Price at CZK 160

***Final Number of the Offer Shares and the Over-Allotment Shares at
2,530,000***

Trading at PSE expected to begin on 28 May 2014

PRAGUE (23 May 2014) - Pivovary Lobkowicz Group, a.s. ("PLG" or the "Company") announces the final offer price of the Offer Shares at CZK 160 per share (the "**Offer Price**"). The number of shares in the offering, including shares subject to the Over-Allotment Option, amounts to 2,530,000. The Company was positively surprised by the interest and demand of the investors from the Czech Republic, especially the retail investors.

Key Highlights

- The Offer Price per share for institutional and retail investors is set at CZK 160 per share.
- A total of 2,300,000 shares of the Company have been sold in the offering. Additional 230,000 shares are subject of the Over-Allotment Option.

- At the Offer Price, the total value of the Offering (including the Over-Allotment Option) is CZK 404,800,000, corresponding to the market capitalisation of PLG of CZK 1,870,000,160.
- Current shareholders decided to keep the shares which they initially intended to sell in the IPO.
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- PLG intends to use the net proceeds from the sale as follows:
 - *Distribution network* - PLG intends to spend approx. CZK 200 million on the acquisition of new restaurants and public houses. The Company currently observes a high demand on the side of restaurant and pub owners for the PLG' products.
 - *Market consolidation* – PLG considers an acquisition of a brewery with annual production of between 80 to 100 thousands hectolitres of beer.
 - *Export growth*- PLG intends to invest in further growth of export of its products to key export markets in Russia / Commonwealth of Independent States and Slovakia.
- In connection with the offering all shareholder loans have been capitalized and the PLG's equity has been increased by approx. CZK 1.758.000.000. The chairman of the board of directors Zdeněk Radil will acquire 349,502 PLG shares.
- Trading on the Prague Stock Exchange (the **PSE**) is expected to commence on 28 May 2014.
- Besides investors from the Czech Republic, also institutional investors from Austria, Poland, Hungary and Slovakia have been interested in buying the PLG shares.

Zdeněk Radil, the chairman of the Board of Directors of PLG: *“The whole team, which has participated in the roadshow, was positively surprised by the interest of investors regarding our company. In the last days we have carried out dozens of presentations and received a very positive feedback from institutional investors regarding the principles which our company is proud to endorse. That is, to brewing a beer from only natural ingredients and using traditional technological processes (so called craft beers), which as it seems to look like, play an important role in the way our branch could develop in the future. Also the retail investors' feedback was very positive and they cheer for us and applied for investments in our company. The admission of the shares to trading provides us with the capital resources for further development of the company not only in the Czech Republic but also in export markets. I would like to assure all our new shareholders that we are ready to do our best in the coming years to maximize their investments and there is no doubt that a new product will be introduced to them in the near future.”*

About Pivovary Lobkowicz Group:

PLG is the Czech no. 4 brewing group by local sales and no. 5 by total production. It consists of seven regional breweries (Protivín, Uherský Brod, Jihlava, Rychtář, Klášter, Vysoký Chlumec and Černá Hora) located throughout Bohemia and Moravia which are centrally managed. Commencement of their activities dates back to the Middle Ages and the oldest brewery was founded as early as in 1298. The breweries Protivín and Vysoký Chlumec were owned by the most significant aristocratic families in the country.

Group produces a wide portfolio of beers that differ from each other by the large spectrum of their taste. In addition, soft drinks and table waters are produced. Group currently offers 70 beer brands. Apart from traditional beer such as pale ales lagers, it offers a range of beer specialties – from semi-dark and higher-alcohol-content beers to dark lagers and non-alcoholic beer.

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