



PRESS RELEASE

Jägermeister

JÄGERMEISTER STEPS UP DURING THE CRISIS

Strong start and tremendous solidarity define a challenging 2020

Wolfenbüttel, Germany, March 2021. After a record year in 2019, with sales catapulting past the 100-million mark for 0.7-litre bottles, Mast-Jägermeister SE launched into 2020 with momentum. Sales remained up significantly in the first quarter. But widespread and recurring lockdowns had a lasting impact on many global markets. Social distancing rules, shutdowns in the hospitality and event industries, and even some alcohol bans as a direct response to the pandemic, resulted in limited marketing opportunities across the spirits industry. Against this global backdrop, the company sold 89.5 million 0.7-litre bottles worldwide with its core brand in the past fiscal year. Mast-Jägermeister SE continued to drive internationalisation, in spite of the challenging environment, and Jägermeister is now distributed in 150 markets.

The pandemic brought nightlife to a standstill in many markets. Millions of passionate people who previously earned their living in clubs, bars and the nightlife community are suffering. In response to the crisis, Mast-Jägermeister SE launched a global initiative in April 2020 called #SAVETHENIGHT. The initiative relies on digital experience platforms and direct donations to support artists, creatives, bartenders and restaurateurs. Several million euros were provided by Mast-Jägermeister SE for numerous activities including support funds, free products, microfundings or Meister Classes, along with financial assistance for projects such as #UnitedWeStream.



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Mast-Jägermeister SE made a further contribution to overcoming the pandemic by donating alcohol used to produce disinfectants. Thanks to this commitment, the local municipal hospital "Klinikum Braunschweig" alone received 50,000 litres of alcohol.

"Despite these enormous challenges, we've not only come through this difficult year with our business and our values intact, but have also been able to support the struggling nightlife community and make a heartfelt contribution in the process," explains CEO Michael Volke.

For 2021, the outlook is cautiously optimistic. After some markets in Asia and Eastern Europe grew last year due to a robust overall trend in spite of the pandemic, the company also aims to restore sales performance in other global regions this year.

However, a reliable forecast is difficult due to current uncertainties, as Volke notes: "Jägermeister lives where people come together. Our business performance will hinge on whether public life can normalise this year. Based on the assessments we have at policy and scientific levels, we expect a recovery in the second half of the year."

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