



## Launch of €15 Million Share Buyback Programme

**Dublin, London 1 May 2025:** C&C Group plc ('C&C' or the 'Group'), a premium drinks company which manufactures, markets and distributes branded beer, cider, wine, spirits and soft drinks across the UK and Ireland, announces that it will commence a Share Buyback Programme today, 1 May 2025, to repurchase ordinary shares of the Group (the "Shares") up to a maximum aggregate consideration of €15 million (the "Programme").

The Programme forms part of the Group's plan to return up to €150 million to shareholders over the three fiscal years ending in February 2025, 2026 and 2027 through a combination of dividends and share buybacks. In accordance with this objective, the Group has completed two buybacks of its ordinary shares to date, amounting to €30 million in aggregate. The Programme is underpinned by the Board's continued confidence in the medium-term outlook for the business and its strong cash generation capabilities. The Board also believes that the Programme represents the most effective use of capital in the current environment.

### Details of the Programme

The Group has entered into an agreement with J&E Davy ("Davy") to act as principal to conduct the Programme and to repurchase Shares on the Group's behalf for a maximum aggregate consideration of up to €15 million and to make trading decisions under the Programme in accordance with certain pre-set parameters. Under the terms of the agreement, Davy will make purchases of the Shares under the Programme independently of, and uninfluenced by, the Group.

The Programme will commence on 1 May 2025, and end no later than 1 September 2025, subject to market conditions. The purpose of the Programme is to reduce the share capital of the Company in line with this announcement. Under the terms of the Programme, the Shares will be repurchased on the London Stock Exchange and will be cancelled. The Programme will be conducted in accordance with:

(i) the Group's general authority to repurchase shares (which authorises the repurchase of up to 38,645,511 Shares, being approximately 10% of the issued share capital of the Group), as approved by shareholders at the Group's AGM held on 15 August 2024 (and as such authority may be renewed and/or amended) (the "Authority"); and

(ii) the Market Abuse Regulation (EU) No 596/2014 and the Commission Delegated Regulation (EU) No 2016/1052 (including as each of them forms part of retained EU law in the United Kingdom ("UK") from time to time, including, where relevant, pursuant to the UK's European Union (Withdrawal) Act 2018 and Market Abuse (Amendment) (EU Exit) Regulations 2019) as well as the applicable laws and regulations of the UK Financial Conduct Authority.

The execution of the Programme may be augmented by the purchase of Shares by way of block trades effected by Davy as agent of the Group. The maximum number of Shares which can be repurchased by the Group under the Programme will be reduced by the corresponding number of Shares repurchased pursuant to any such block trades. Any Shares repurchased through block trades will also count towards the maximum consideration payable by the Group.

Details of any Shares repurchased under the Share Buyback Programme will be notified to a Regulatory Information Service by the Group following repurchase. Purchases may continue under the Programme during any closed period to which the Company is subject. The Company confirms that it currently has no unpublished inside information.

There is no guarantee that the Programme will be implemented in full or that any Shares will be bought back by the Group.

**ENDS**

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