

**OLVI TO START CO-OPERATION WITH PEPSICO IN BELARUS**

**Olvi's Belarusian subsidiary OAO Lidskoe Pivo has entered into a co-operation agreement concerning the Belarusian market with PepsiCo, Inc., the second largest soft drinks company in the world.**

Sales will start in January 2015 and include PepsiCo's best known brands: Pepsi, Mirinda, 7 Up and Adrenalin Rush.

The co-operation agreement covers the sales, marketing and distribution of PepsiCo-manufactured soft drinks in Belarus. The manufacture of products will start later this year.

- We are glad to have achieved a substantial partner and an internationally valued brand to our product portfolio. The agreement boosts Olvi's strategic objective of being a versatile and strong player in the beverage markets, says Lasse Aho, Managing Director of Olvi plc.

The Belarusian soft drinks market amounts to some 250 million litres. Olvi's long term target in this product group is to become a substantial local player in the growing Belarusian soft drinks market.

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