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## INFORMATION OF INTEREST TO THE MARKET

(Santiago, Chile, May 28<sup>th</sup>, 2014) – Compañía Cervecerías Unidas S.A. (CCU) informs the following Information of Interest to the Market:

A) Last May 23<sup>rd</sup>, our Argentine subsidiary Compañía Industrial Cervecera S.A. ("CICSA"), agreed with Cerveceria Modelo S. de R.L. de CV. and Anheuser-Busch LLC, both ABINBEV affiliates, , subject to certain previous conditions and in return of compensations, the termination of:

- (i) The contract which allows CICSA to import and distribute on an exclusive basis, *Corona* and *Negra Modelo* beers in Argentina, and
- (ii) The production and distribution license of *Budweiser* beer in Uruguay.

These agreements will materialize on or before next October 31<sup>st</sup>.

B) As of May 28<sup>th</sup>, the Chilean Free Competition Defense Court has approved the Conciliatory Agreement ("Agreement") in virtue of which the process initiated by request of the National Economic Prosecutor ("FNE") and lawsuits of Cervecería Chile S.A., a subsidiary of ABINBEV, and BAVARIA S.A., a subsidiary of SAB MILLER, against CCU and Cervecera CCU Chile Ltda (both "CCU" for these purposes) has being settled. This Agreement essentially considers:

- CCU will maintain the trademark registration *Andes*; and commits to request its cancellation only in the event that, within the next five years since the validity of the Agreement, it does not use it.
- CCU will maintain the trademark registrations *Victoria* and *Antartic*; and commits to requests its cancellation of one or both, as appropriate, only in the event that, within the next five years since the validity of the Agreement, it does not use them.
- CCU will not oppose to the use of its brands *Araucanía*, *Bío-Bío* and *Chiloé* by third parties, when used as accessory to a trademark registration for informing the geographical origin of a beer.
- CCU will request the cancellation of the following class 32 trademark registrations (beer and softdrinks): *Pacífico*, *Paquiña*, *Taquiña* and *Keller*.

Also *Amber, Bock, Clara, Clarita, Lager* and *Porter*, these generics in the opinion of the FNE, circumstance that will be informed to the trademark authority (National Institute of Industrial Property "INAPI") for the proper guards.

- CCU commits to transfer to BAVARIA S.A. the trademark registrations *Águila y Pony-Malt* in Chile and in compensation BAVARIA S.A. commits to transfer to CCU, through a related, the brand *Garza Real* for the class 32 in Bolivia. BAVARIA S.A. assumes certain restrictions on the use of the *Aguila* design in Chile.
- The parties state that nothing is owed in relation to the facts referred in this process.
- None restrictions, nor fine nor penalty is imposed to CCU.

The signing of the agreements described in paragraphs A and B above is consistent with the Strategic Plan being developed by CCU, which considers operating in a regional competition market.

CCU is a diversified beverage company operating principally in Chile, Argentina, Uruguay and Paraguay. CCU is the largest Chilean brewer, the second-largest Argentine brewer, the second-largest Chilean soft drink producer, the second-largest Chilean wine producer, the largest Chilean mineral water and nectars producer, the largest pisco distributor and also participates in the HOD, rum and confectionery industries in Chile. The Company has licensing agreements with Heineken Brouwerijen B.V., Anheuser-Busch Incorporated, PepsiCo Inc., Schweppes Holdings Limited, Guinness Brewing Worldwide Limited, Société des Produits Nestlé S.A., Pernod Ricard and Compañía Písquera Bauzá S.A.