



PepsiCo acquires SodaStream for \$3.2bn

The global beverage company makes a bold step to lead the race for the healthy drinks market.

Pepsi will buy household drink-machine maker SodaStream for \$3.2 billion as it tries to edge Coca-Cola in the health-conscious beverage market.

The transaction is another step in PepsiCo's journey of promoting health and wellness through environmentally friendly, cost-effective and fun-to-use beverage solutions.

The global drinks company has agreed to acquire all outstanding shares of SodaStream for \$144.00 per share in cash.

"Daniel and his leadership team have built an extraordinary company that is offering consumers the ability to make great-tasting beverages while reducing the amount of waste generated. That focus is well-aligned with Performance with Purpose, our philosophy of making more nutritious products while limiting our environmental footprint," said PepsiCo Chairman and CEO Indra Nooyi.

SodaStream is the #1 sparkling water brand in volume in the world and the leading manufacturer and distributor of Sparkling Water Makers. They enable consumers to transform ordinary tap water into sparkling water and flavored sparkling water in seconds, according to the Israel-based company.

"Today marks an important milestone in the SodaStream journey. It is validation of our mission to bring healthy, convenient and environmentally friendly beverage solutions to consumers around the world," said Daniel Birnbaum, SodaStream CEO and Director.

PepsiCo generated more than \$63 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana.