

# HERBERT SMITH FREEHILLS ADVISES DIAGEO ON ITS AGREEMENT TO SELL 100% OF GUINNESS CAMEROON S.A., TO CASTEL GROUP FOR £389,000,000

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Deals and cases

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International leading law firm Herbert Smith Freehills has advised Diageo, a global leader of beverage alcohol, on its agreement to sell 100% of Guinness Cameroon S.A., one of the most important brewers in Cameroon, to France's Castel Group for £389,000,000.

On completion, Castel will take over the production and nationwide distribution of Guinness in Cameroon under a licence and royalty agreement which will enable to support strong growth of Guinness in Cameroon.

This strategic transaction is expected to be completed in the first half of financial year 2023, subject to satisfaction of regulatory clearances.

Herbert Smith Freehills advised Diageo with a team led by partner Hubert Segain, assisted by associates Martin Dijos and Sabine Lee on corporate aspects; partner Sergio Sorinas and associate Khushbu Kumar on competition aspects; partner Emma Röhler on employment aspects and partner Alan Watts (London) and associate Kerrie Barret (London) on English law aspects.

## KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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