

Press Release

029 Group SE: Portfolio company TRIP recognized as the 4th fastest growing company in the UK

Berlin, 24th July 2023. 029 Group SE (ISIN: DE000A2LQ2D0), a global hospitality and lifestyle platform, announces that its portfolio company TRIP Drink Ltd., the UK's leading CBD brand, has achieved an extraordinary milestone by being recognized as the 4th fastest growing company in the UK. In addition, TRIP has also been crowned as the winner of Soft Drinks Brand of the Year in The Grocer Gold Awards 2023. These remarkable achievements highlight TRIP's relentless dedication to providing innovative and health-conscious beverage options.

TRIP's exceptional growth has propelled them onto the prestigious Sunday Times 100 list, making it the first beverage brand to secure a spot in the top 5 in over a decade. This accolade is a testament to TRIP's unwavering commitment to excellence, as well as the unwavering support of its incredible community.

Olivia Ferdi, the Founder of TRIP, expressed her gratitude, saying, „As the UK's fastest-growing soft drinks brand, we're so excited to be bringing truly functional, better-for-you options into chillers and homes nationwide. Daniel and I are buzzing to be on this journey with our incredible team together with the support of this industry and our amazing retail partners”

Lorin Van Nuland, CEO of 029 Group SE, commended TRIP's tremendous growth, stating, “We believe TRIP's remarkable success validates our belief that the newer generations of consumers are gravitating toward healthier beverage alternatives to alcohol. This trend is just the beginning, and we anticipate fantastic opportunities for further growth for TRIP.”

About TRIP Drink Ltd.

TRIP Drink Ltd. is a London-based consumer brand and Producer of beverages and oil created from CBD hemp and extracts for medicinal and recreational purposes. TRIP is on a mission to

help you find your calm amidst the chaos. Thanks to TRIP's commitment to using only the highest quality CBD available in the UK, the range of delicious CBD-infused drinks and oils are loved by their customers and has cemented TRIP's position as a leading premium CBD brand.

Further Information: <https://drink-trip.com/>

About 029 Group SE

029 Group SE believes that the next generation of consumer brands will be built on connection, experiences, and community. In a post-pandemic world, new patterns of work, life and leisure are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus. 029 Group backs the most audacious entrepreneurs with a hands-on investment approach, focusing on areas where they can add significant value through their platform, global network and company building expertise. 029 Group is based in Berlin, Germany.

Further Information: <https://www.029-group.com/>

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