



## ASX ANNOUNCEMENT

29 June 2020

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## GOOD DRINKS PARTNERS WITH SAN MIGUEL

Gage Roads Brewing Co Ltd  
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Gage Roads Brewing Co Ltd (Gage Roads, Good Drinks, the Company) is pleased to announce that Good Drinks has partnered with San Miguel Brewery Inc. to represent some of their most successful brands here in Australia.

San Miguel Brewery Inc. is controlled by San Miguel Corporation, the largest public company in the Philippines with a market capitalisation of nearly A\$7 billion. Established in 1890 as a brewery, San Miguel Corporation is now Southeast Asia's largest publicly listed food, beverage and packaging company with over 18,000 employees in over 100 major facilities throughout the Asia-Pacific region.

San Miguel is one of the world's oldest and largest breweries with broad reach in over 50 countries and a significant brand presence in South East Asia, Europe and the Americas.

Good Drinks will be the exclusive importer and distributor of *San Miguel Pale Pilsen*, *San Mig Lower Carb* and their specialty high alcohol beer brand *Red Horse* throughout Australia. The transition from the incumbent importer to Good Drinks will commence in July 2020.

This new partnership delivers on two key pillars of our Good Drinks strategy: to become the #1 independent supplier to the national beer market and to access broader categories of the liquor market.

San Miguel's brands complement the current Good Drinks product range. They provide imported beer options within the portfolio and deliver access to a significant category of the beer market.

The brands, currently representing approximately 40,000 cartons per annum in Australia, are sold on a national basis with a strong base of consumer demand in national chains as well as the independent retail market. Good Drinks expects to accelerate sales growth by leveraging the expanding national Good Drinks sales and marketing capability.

Commenting on the new partnership Managing Director John Hoedemaker said:

"We are excited and proud to partner with San Miguel and to include such a well-regarded range of international lagers into our portfolio. In keeping with our broader strategy, the addition of *San Miguel Pale Pilsen*, *San Mig Lower Carb* and their specialty high alcohol brand *Red Horse* provides diversity and depth to our portfolio, access to broader segments of the beer market and scale for the Good Drinks national sales and marketing capability."

Gage Roads Brewing Co Limited is one of Australia's leading craft breweries. Since commencing brewing operations in 2004, Gage Roads Brewing Co Limited has been at the forefront of the thriving craft beer industry, producing some of Australia's most popular beer and cider brands including Alby, Hello Sunshine, Atomic Beer Project, Matso's Broome Brewery and the Gage Roads range of craft beers.

Gage Roads Brewing Co's distribution extends across Australia through its national sales and marketing team, Good Drinks Australia, providing its portfolio of award-winning beer and cider to Australia's leading retailers and hospitality venues.



Summary of key terms, subject to finalisation of formal documentation.

Term:	3 years
Commencement:	July 2020
Products:	San Miguel Pale Pilsen (5% ABV) San Mig Lower Carb (5% ABV) Red Horse (8% ABV) Additional products as mutually agreed
Territory:	Australia (exclusive)

- ENDS-

This announcement has been authorised by the Board of Directors.

**Further information:**  
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