



ASX ANNOUNCEMENT

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P +61 8 9314 0000
F +61 8 9331 2400
info@gageroads.com.au

Gage Roads Brewing Co Ltd
14 Absolon St, Palmyra
Western Australia 6157

PO Box 2024 Palmyra DC
Western Australia 6169

ABN 22 103 014 320
ASX: GRB

GAGE ROADS WINS TENDER AS EXCLUSIVE BEER AND CIDER SUPPLIER TO PERTH STADIUM AND PERTH STADIUM PARK

Gage Roads Brewing Co. Ltd (ASX: GRB) ('Gage Roads' or 'the Company') is pleased to announce that it has been formally appointed as the exclusive supplier of beer and cider to Perth Stadium and Stadium Park, the soon-to-be-completed, 60,000-seat, world-class sport and entertainment stadium and precinct in Western Australia.

VenuesLive, the operators of Perth Stadium, have awarded the supply contract to Gage Roads for a term of five years commencing 1 January 2018 following a competitive tender process.

Managing Director, John Hoedemaker, said the successful bid is a major milestone for Gage Roads.

"Gage Roads is extremely proud to be awarded this contract. Our appointment is a ringing endorsement for the strength of our brands and the quality of our award-winning range of products.

"This partnership presents an extremely exciting and rare opportunity to achieve significant exposure for the Company's brands and reinforces the 'brand in hand' experience that we continue to promote as part of our *"Returning to Craft"* strategy," Mr Hoedemaker said.

"Gage Roads will contribute to the 'fans-first' Perth Stadium experience by providing high quality beer and cider, brewed locally and delivered fresh to the venue.

"The supply rights to Perth Stadium will provide Gage Roads with unprecedented brand and product exposure that we expect will accelerate sales growth momentum through our existing channels to market." Mr Hoedemaker concluded.

The supply agreement allows for the exclusive sale of Gage Roads draught and packaged products in the Stadium and Stadium Park. In exchange, Gage Roads provides annual rights fees, volume rebates and sponsorship fees to the Operator. Revenues and costs associated with this agreement are linked to the volumes of beer and cider sold which are

Gage Roads Brewing Co Limited has been one of Australia's leading craft breweries for over 14 years.

The Gage Roads craft range includes Atomic Pale Ale, Sleeping Giant IPA, Little Dove New World Pale Ale, Narrow Neck Session Ale, Breakwater Australian Pale Ale, Single Fin Summer Ale, Pils 3.5% and Small Batch Lager which have grown to become one of Australia's most popular suite of brands.

Through its contract brewing services division, Australian Quality Beverages, the Company also provides specialist contract brewing and packaging services to brand owners throughout Australia.

contingent upon attendance and number of events held and cannot be reliably estimated at this stage.

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Further information:

Marcel Brandenburg
Company Secretary
Gage Roads Brewing Co Ltd
Tel: (08) 9314 0000

Media/Investor Relations:

John Gardner 0413 355 997
Tamatha Smith 0433 569 701

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