



ASX ANNOUNCEMENT

9 April 2018

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

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**RE: GAGE ROADS APPOINTS SENIOR MARKETING EXECUTIVE AND CHIEF STRATEGY OFFICER**

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

**Appointment of National Marketing Executive**

Gage Roads Brewing Co Ltd (ASX: GRB) ('Gage Roads' or 'The Company') is pleased to announce that it has appointed Miles Hull as its National Marketing Executive.

Miles has gained significant experience at Little Creatures where he led the Creative Development and Marketing department for six years and was the architect behind successful and innovative brand extensions such as White Rabbit and Pipsqueak Cider. He was responsible for the expansion of Little Creature's marketing strategy on the east coast and was instrumental in developing their dining hall concept in Fitzroy, Victoria as well as the establishment of the White Rabbit Brewery in Healesville, Victoria.

Miles understands the foundations of great beer brands and is able to deliver distinct and individual branding concepts. Providing strong leadership in operational management, marketing and cultural development, Miles has successfully delivered brands and products in the beer market which have set new industry benchmarks.

Miles' appointment underlines our increased marketing efforts at a time where consumer momentum continues to grow behind our brands.

John Hoedemaker was pleased with the appointment, saying: "Miles is the perfect fit for our marketing strategy and will be capable of accelerating its execution. His vast knowledge of the beer market in key states like Victoria, New South Wales and Queensland will help drive increased awareness of our brands and help us deliver the key objectives of our 5-year plan".

**Appointment of Chief Strategy Officer**

Aaron Heary has been appointed to the position of Chief Strategy Officer, complementing his current role of Chief Operating Officer. Aaron has been a strong contributor to forming and executing the holistic strategic plans and direction of the company. Aaron was instrumental in developing the "Returning to Craft" strategy (announced in June 2016) that led to Gage Roads once again becoming independently owned.

Aaron has been with the business for 14 years, commencing as a Brewer during the Company's start up stage in 2004 and quickly advancing to become Head Brewer and then General Manager of Operations in 2009 and was subsequently appointed Chief Operating Officer in 2014.

He has 21 years' experience in the liquor industry including both domestic and international appointments at Devils Lair Winery WA, Steamworks Brewery Vancouver BC Canada, and was the founding brewer for Little Creatures in Fremantle. Aaron has an intimate knowledge of the brewing industry and is a

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.

qualified beer judge as well as the Vice President of the Western Australian Brewers Association.

Aaron has completed a Master of Business Administration from the Curtin Graduate School of Business and a Diploma in Brewing and Packaging through the Institute of Brewing and Distilling London.

John Hoedemaker commented on the appointment: "With our current 5-year strategy well on track and meeting all of its key objectives, we are now looking beyond 2021 and are starting to establish the resources to enable us to develop, communicate, execute, and sustain our corporate strategies. Aaron has proven himself to be highly capable in that area and will add significant value in that role."

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