



ASX ANNOUNCEMENT

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RE: GAGE ROADS ANNOUNCES PARTNERSHIP WITH THE WESTERN FORCE

Gage Roads Brewing Co Ltd (**ASX: GRB**) is pleased to announce that it has been appointed as the Official Beer and Cider Partner of the Western Force.

The 2-year partnership agreement complements our “brand-in-hand” marketing strategy and provides us access to supply our beers to community Rugby WA clubs in Western Australia. It delivers Gage Roads with significant opportunities to raise additional consumer awareness of our brands.

Given the Western Force’s and Gage Roads’ proud alignment to Western Australia, our sponsorship will prominently feature our equally parochial West Australian lagers Alby Draught and Alby Crisp.

Gage Roads’ Managing Director John Hoedemaker said: “We are very pleased to support this Western Australian institution, resurrected and led by a passionate West Australian, Andrew Forrest (AO).

“Our Alby range of beers is the perfect fit and this partnership will provide excellent exposure for the Alby brands during the World Rugby Series. This partnership will also open the doors for Rugby WA clubs across West Australia to enjoy our proudly WA-made range of beers that will in turn support the Western Force.”

Brad Paatsch Head of Commercial at Western Force said: “We are delighted to partner with Gage Roads - a proud, energetic West Australian company which produces fantastic local beers.

“The partnership will deliver West Australian rugby fans a quality product and support this great game at a grassroots club level in the state.”

The Western Force will hold its next World Series Rugby game this Sunday at Perth’s NIB stadium.

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Marcel Brandenburg
Company Secretary
Gage Roads Brewing Co Ltd
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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.