



Company Announcements Office
Australian Stock Exchange
Exchange Centre
Level 6, 20 Bridge Street
SYDNEY NSW 2000

4 November 2007

Dear Sir or Madam,

**Gage Roads Brewing Co Limited Annual General Meeting
CEO Presentation**

In accordance with Listing Rule 3.13.2 please find attached Chief Executive Officer Nick Hayler's presentation which was presented to members at the Company's Annual General Meeting held at 4pm on the 2nd November 2007 at 14 Absolon St Palmyra WA.

-END-

For further information please contact:

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Company Secretary
Gage Roads Brewing Co Ltd

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AUSTRALIA'S CRAFT BREWERY

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Gage Roads Brewing Co Ltd



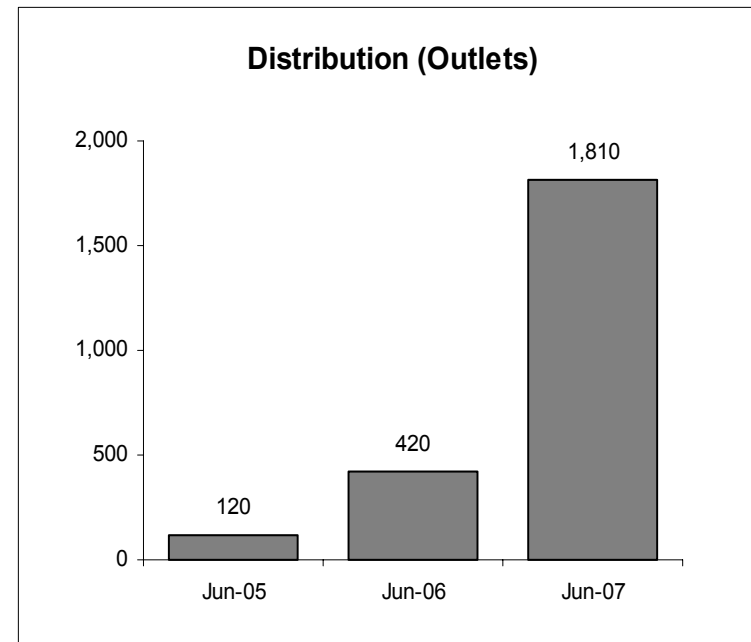
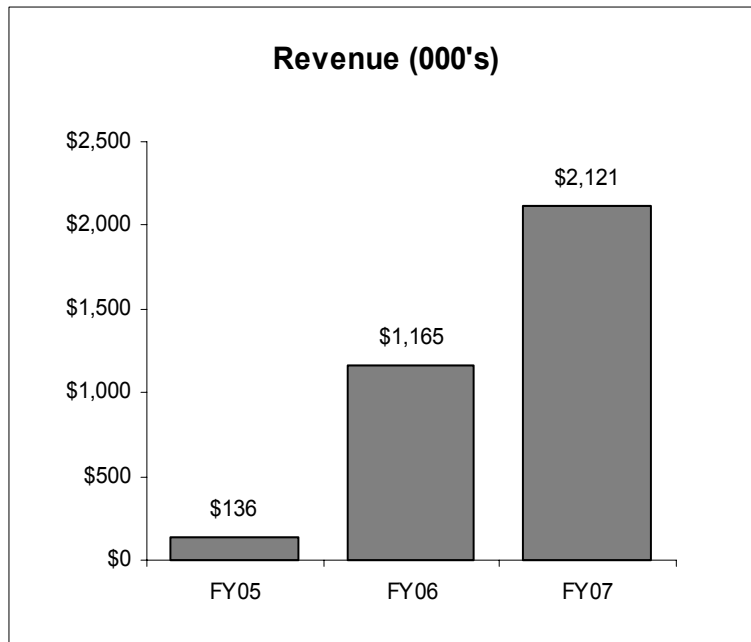
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AGM Presentation 2 November 07

Company Achievements FY07

- Voted “Top Emerging Brand in WA 2007”
- Carton sales up 115%
- Revenue \$2.1m up 82%
- Distribution Bottle (1800 outlets) up 300%
- Distribution Draught (40 outlets) up 50%



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Company Achievements FY07

- **New product - London Best exceeds expectations**
- **Contract brewing 5 external brands**
- **Cost effective sponsorship of some of Australia's biggest iconic coastal events**
- **National Ranging “DAN MURPHY’S”**
- **National Ranging “FIRST CHOICE”**

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Challenges

- **Product clutter**
 - Strategy “Be Different” stand out be desirable
- **Dropping prices points**
 - Strategy 1 produce products and marketing that justify the retail prices
 - Strategy 2 produce products with different price point positions
- **Taste profile of Pure Malt lager poorly received**
 - Strategy 1 changed taste profile
 - Strategy 2 adapt quickly to consumer feedback

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Objectives

1. **Grow sales by a further 100% from current MAT 500,000 liters to 1,000,000 liters by October 31 2008**
2. **80% brand awareness with our target market by October 31 2008**
3. **WA #1 emerging brand 2 years running**
4. **Increase east coast's contribution from 50% to 65% of total volume by 31December 2008**
5. **Grow share price**

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Strategies - marketing

1. **New marketing campaign starting October 07.
Focus marketing push into, VIC, NSW**
2. **Sampling through sponsorship**
3. **Outdoor advertising with key outlets**
4. **New product development**
 - Packaging
 - Beer
 - Other

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Strategies - Sales

1. **Focus on hotels/restaurants in VIC, NSW & QLD**
2. **Launching DRAUGHT VIC & NSW**
3. **2 FOCUS months with Hardy's per annum**
4. **Explore international sales opportunities**

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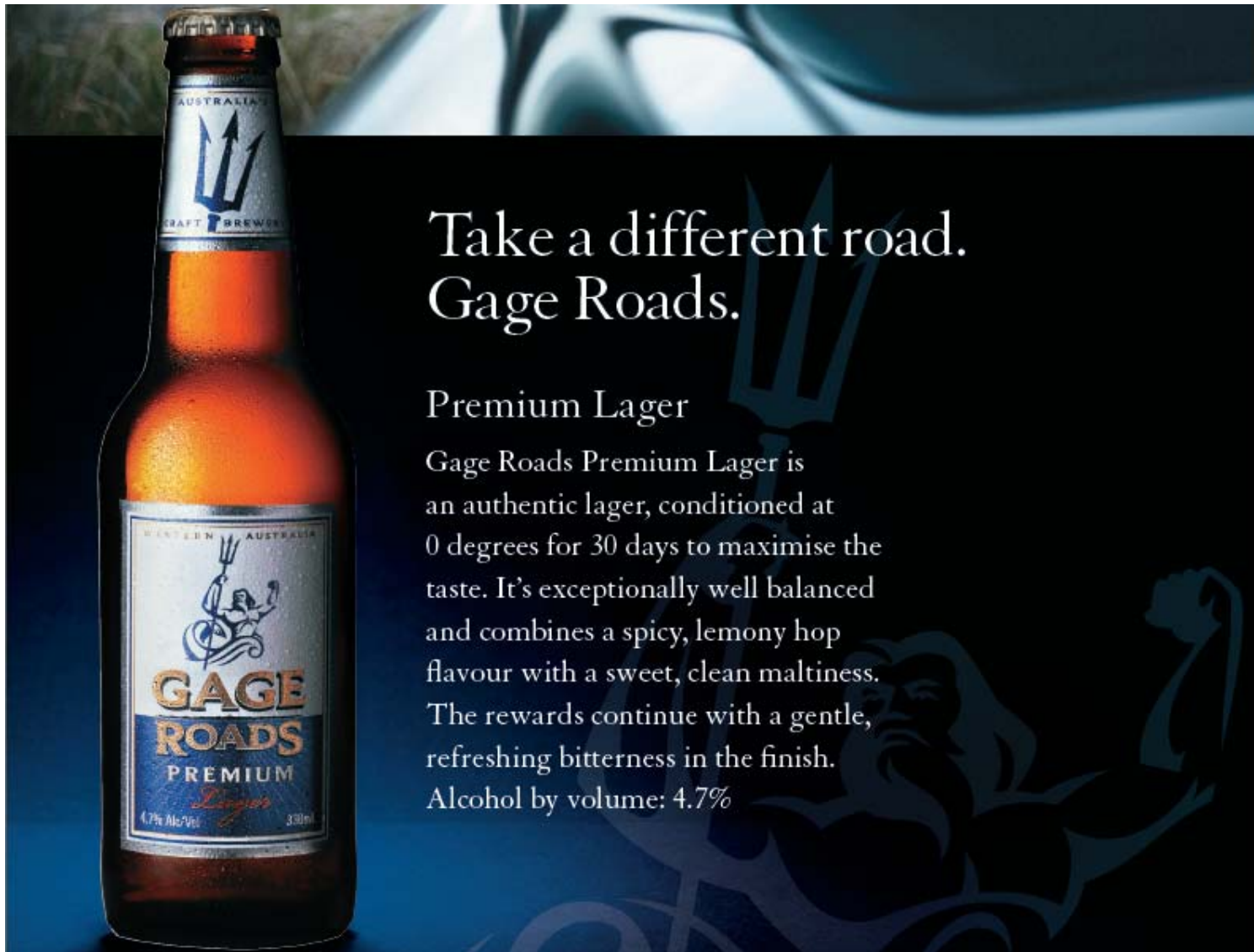
Promises

1. **Regular open communication**
 - Shareholders, Brokers, Media, Trade, Hardy's
2. **Listen to feedback**
3. **Make changes and decisions more quickly based on consumer feedback**
4. **Continue to develop a culture of empowerment and finding a way to be different, in a market that suffers from clutter & retail price pressure**

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OUR RANGE – Premium Lager



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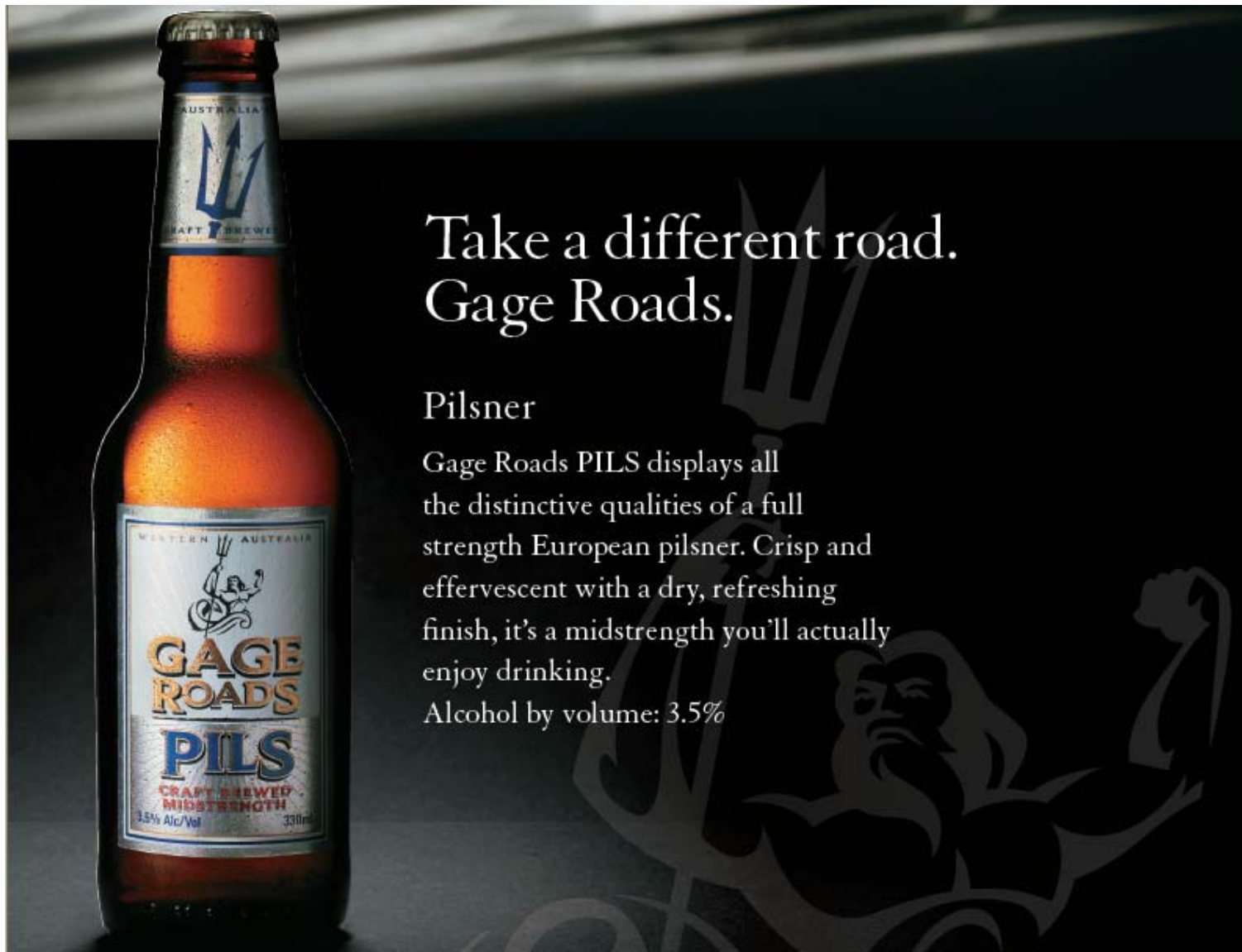
Premium Lager

Gage Roads Premium Lager is an authentic lager, conditioned at 0 degrees for 30 days to maximise the taste. It's exceptionally well balanced and combines a spicy, lemony hop flavour with a sweet, clean maltiness. The rewards continue with a gentle, refreshing bitterness in the finish. Alcohol by volume: 4.7%

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OUR RANGE – Pils midstrength



A bottle of Gage Roads Pils beer is shown on the left. The bottle is dark with a light-colored label. The label features a logo of a person on a horse and the text "GAGE ROADS PILS", "CRAFT BREWED", "MIDSTRENGTH", and "3.5% Alc/Vol". To the right of the bottle, the text "Take a different road. Gage Roads." is displayed in a serif font. Below this, the word "Pilsner" is written in a smaller serif font. Further down, a paragraph describes the beer: "Gage Roads PILS displays all the distinctive qualities of a full strength European pilsner. Crisp and effervescent with a dry, refreshing finish, it's a midstrength you'll actually enjoy drinking." At the bottom of the text block, it says "Alcohol by volume: 3.5%". The background is dark with a faint, stylized illustration of a muscular man holding a trident.

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Pilsner

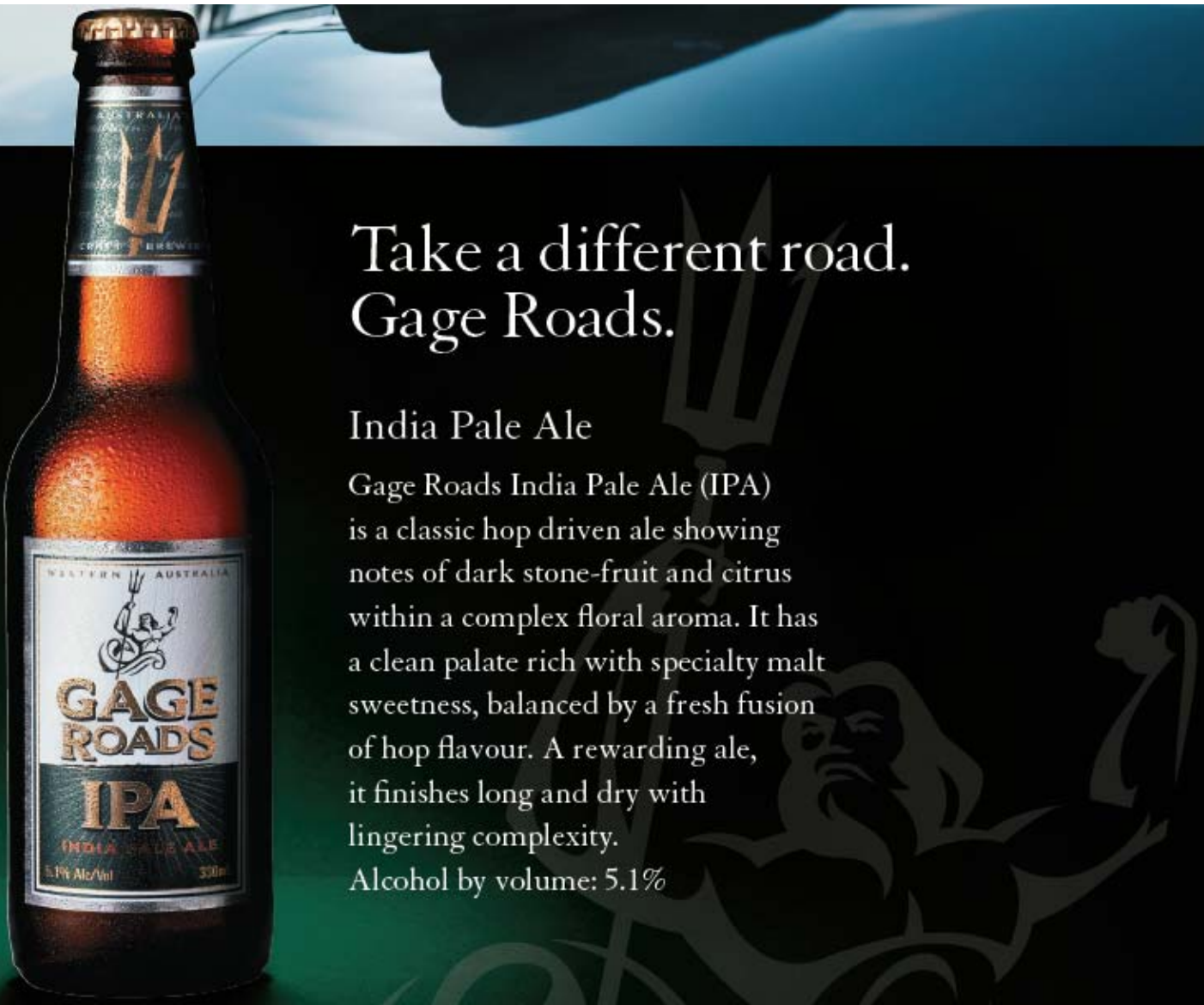
Gage Roads PILS displays all the distinctive qualities of a full strength European pilsner. Crisp and effervescent with a dry, refreshing finish, it's a midstrength you'll actually enjoy drinking.

Alcohol by volume: 3.5%

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OUR RANGE - Indian Pale Ale



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India Pale Ale

Gage Roads India Pale Ale (IPA) is a classic hop driven ale showing notes of dark stone-fruit and citrus within a complex floral aroma. It has a clean palate rich with specialty malt sweetness, balanced by a fresh fusion of hop flavour. A rewarding ale, it finishes long and dry with lingering complexity.

Alcohol by volume: 5.1%

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NEW Core range – London Best



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NEW Limited Release – New World February



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NEW Limited Release – Red Ace

Q3 year 2008



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NEW Limited Release – St Paddys Launch TBA



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NEW Permanent high volume release Q2 07– **Wahoo**



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1800 Current Customers



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New Marketing Campaign



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Brand Objective

1. Create a quality brand image using timeless contemporary creative.
2. Consistent message over 5 years.
3. Give Gage Roads emotional equity.

Issues for Brand Gage Roads

- We only have seconds to get our personality, message and market position across to consumers.

What do we want to say

- We are different from other beers.
- Australian beer for international beer drinkers.
- It is a reward for a life time of hard work & achievement.

What do we want to do

- Sell more beer to more people.
- Create an image that justifies our price.
- Make it easy for people to recall our name.

What do we want to do

- Position ourselves as a fresh, international, premium & contemporary product.
- Have a consistent message and theme for 5 years
- Use strong aspirational photo images to connect with consumers.



500,000 litres



5,000,000 litres

**BEER ADVERTISING
IS A HOT CATEGORY.**

**LONGEVITY CREATES
BETTER VALUE FOR THE
INVESTMENT.**

AN INDEPENDENT
ATTITUDE .

TAKE A DIFFERENT ROAD.

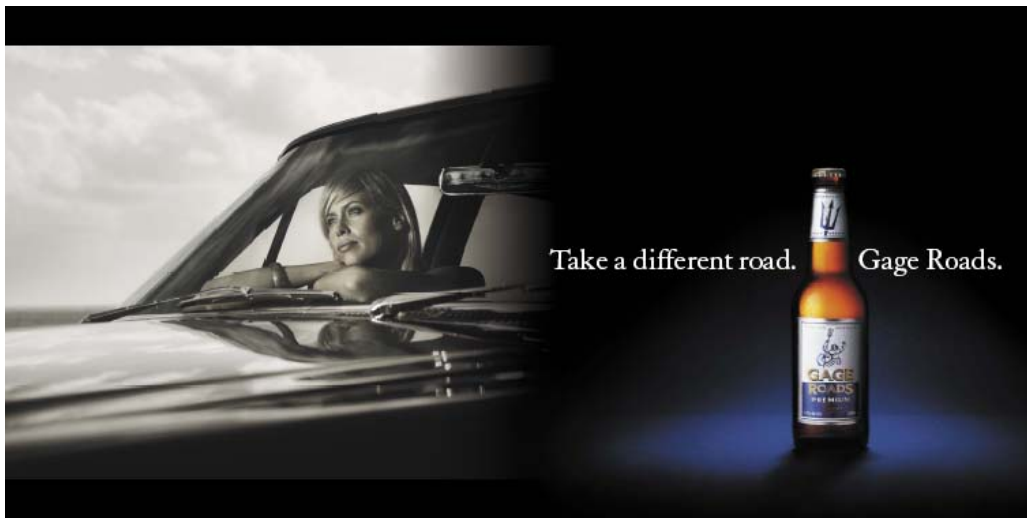
**TAKE A DIFFERENT ROAD.
GAGE ROADS.**

A CALL TO ACTION.

**TAKE A DIFFERENT ROAD.
GAGE ROADS.**

MAKE IT LOOK PREMIUM.





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\$88.88
BOTTLE BACKPACK CARTON



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\$88.88
BOTTLE BACKPACK CARTON



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\$88.88
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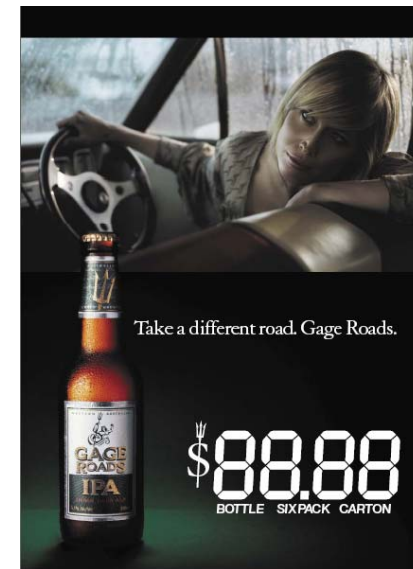
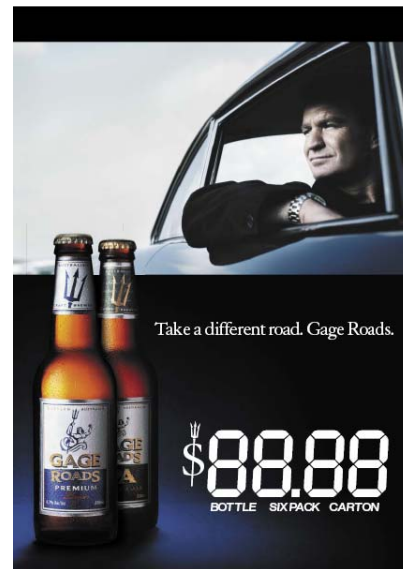
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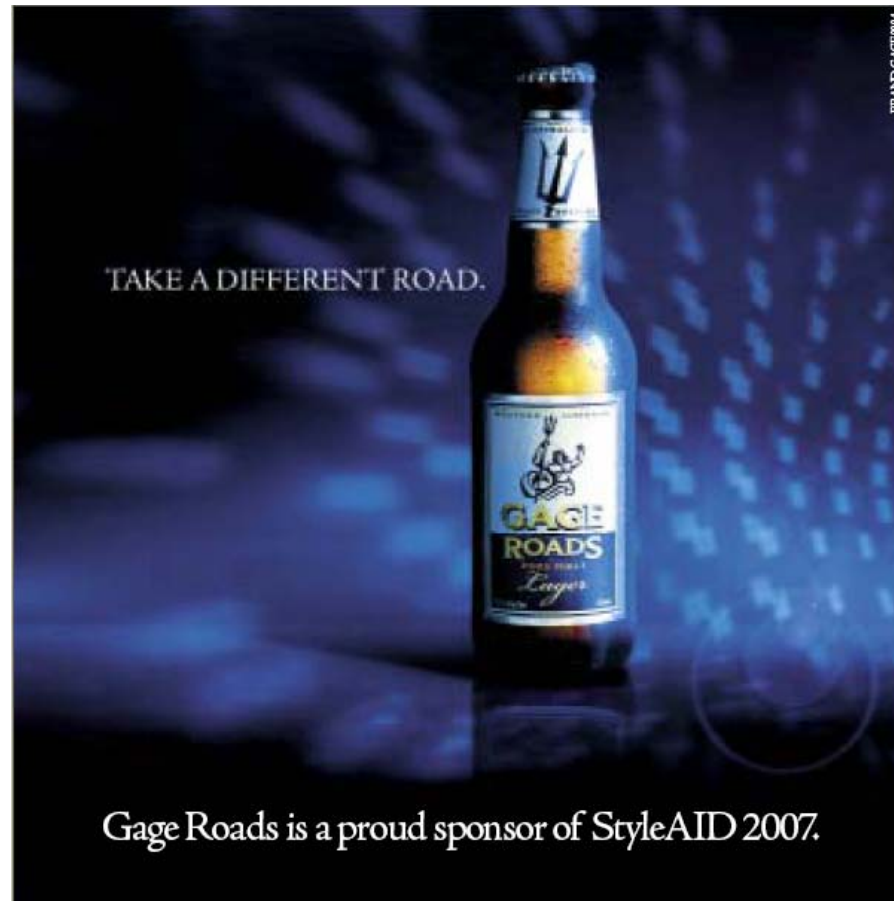
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Sponsorship media ads.....



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