



Company Announcements Office  
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**Via Electronic Lodgement**

### **INVESTOR PRESENTATION**

Please find attached an Investor Presentation which will be presented a number of times during April 2008. Shareholders and investors are invited to attend by registering their interest with the Company on 08 9331 2300.

Yours faithfully

John Hoedemaker  
Company Secretary  
Gage Roads Brewing Co Ltd

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# Investor Presentation



Take a different road.

Gage Roads.



April 2008

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- Achievements
- The market
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- Offer
- Appendix

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# GRB is a business with enormous growth potential

- An established business with a determined, credible and energetic team of people



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# GRB is a business with enormous growth potential

- Nimble, innovative and with a ready focus on profit and shareholder value



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# GRB is a business with enormous growth potential



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# Gage Roads at a glance

1. WA based craft brewery of premium brands
2. National distribution
3. First lager released May 2005
4. ASX listed December 2006
5. 51.2 million shares on issue
6. 23 employees



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# Gage Roads at a glance

- 7. FY 07 volume 460,000 litres per annum
- 8. Three national premium branded products
- 9. National distribution deal through Hardy Wine Company
- 10. 1,300 – 1,800 active outlets nationally per annum
- 11. Contract brewing 5 brands for other breweries
- 12. Capacity of 3.5 million litres. Potential to expand to 7 million litres at minimal outlay



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# Company Achievements FY07

- **Voted “Top Emerging Brand in WA 2007”**



- Distribution bottle outlets up 300%
- Distribution draught outlets up 50%

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# Our Market

- Total craft brewed beer segment up 23% to Nov 2007 MAT (Nielsen data scan track)
- Vic, Qld, NSW fastest growing and most potential
- Total Australian beer market up 5.7% (Nielsen data scan track)
- WA has a great craft brewing reputation

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# SWOT

## Strengths

1. Capacity to brew 3.5 million litres
2. New CEO with a strong back ground in FMCG
3. Top emerging brand in WA 2007
4. Staff with passion and skill at all levels
5. Three established premium beers
6. Established national sales distribution
7. Contract brewing 5 other premium brands
8. New strategies that have delivered significant increases in premium lager sales over the last 3 months due to new flavour

## Weaknesses

1. Limited influence over HWC sales force
2. Small portfolio of beers all marketed at one niche
3. Historically plans and KPIs not linked
4. Initial flavour profile had poor acceptance in the market
5. Additional funding may be required if objectives are not met

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# Smart innovative marketing team



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# SWOT

## Opportunities

1. Fast growing segment in the beer market
2. Circa 20,000 licensed outlets in Australia
3. East coast represents 80% of the beer market
4. East coast represents fastest growing craft brewed beer market
5. Growing need for contract brewing
6. Grow our sales force to service customers in each State

## Threats

1. Opposition pricing
2. Other emerging craft brewers
3. Bottleshop clutter

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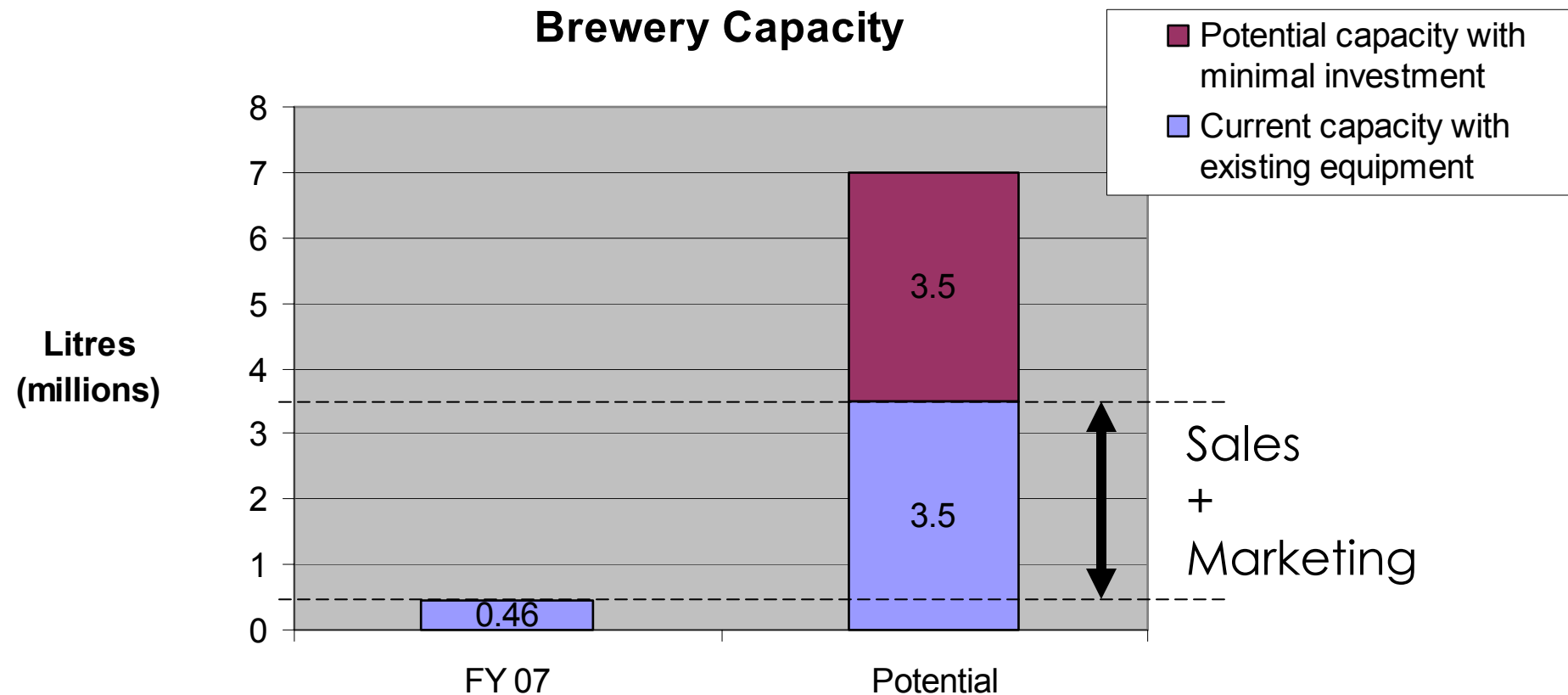
# SWOT Implications

1. Continue marketing current premium brands
2. Increase portfolio with unique premium products quickly
3. Employ a Key Account Manager
4. Employ Activation Managers in NSW, Vic & Qld
5. Use sampling and sponsorship programs to drive brand awareness of new products
6. Develop packaging that breaks through Bottle Shop clutter and justifies price point

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# Astute Sales & Marketing is fundamental to volume growth



The gap between current and potential can be closed through smart strategic sales and marketing plans and execution

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# What needs to happen to be profitable within two years

- To sell circa 3 million litres by
  - Increasing volume per outlet (VPO) from 0.5 to 2 cartons per week
  - Increasing outlet base from 1,300 to 4,000

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# Our Goals by Dec 2009

Operate a profitable expanding business in a rapidly growing segment of the beverage market by selling brands in which consumers see unique value

1. To brew award winning easy drinking beer
2. Become profitable within two years
3. Have a customer base of 4,000 outlets
4. Increase volume from 460,000 to 3 million litres
5. Establish a core range of 9 different premium brands from 17 products

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# Offer

1 share for every 1 held non-renounceable rights issue at an issue price of 8 cents.

Ordinary Shares	Issue Price	Shares	%
Shares on issue at date of offer		51,224,877	50%
Shares offered rights issue	\$0.08	51,224,877	50%
Total shares on issue after the offer		102,449,754	100%

Market capitalisation after the offer at the offer price                      \$    8,195,980

Offer opens on 31 March 2008

Closes at 5pm WST 14<sup>th</sup> April 2008

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# Purpose of offer

Raise \$4.1 million to invest in:

Application	\$ m
East coast activation team	1.5
Marketing expenditure	1.0
Capital expenditure	0.5
Additional working capital	0.9
Costs of offer	0.2
Total Application of Funds	4.1

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# Prospectus

A prospectus in respect of the offer is available by accessing the Company's website at [www.gageroads.com.au](http://www.gageroads.com.au) or by contacting the Company on 08 9331 2300 or at 14 Absolon St Palmyra WA 6157. The offer of shares is made in the Prospectus and any potential investor should consider the Prospectus in deciding whether to acquire the shares. Anyone wishing to acquire the shares will need to complete the application form that accompanies the Prospectus.

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# Appendix

- Bottle outlet and volume matrix
- Draught outlet and volume matrix
- Brands
- Sponsorship

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# How it works with bottles

Outlets	Cartons per week	Litres per week	Cartons per year	Litres per year
1	1	7.92	52	411.84
1800	0.5	7,128.00	46,800	370,656.00
1800	1	14,256.00	93,600	741,312.00
1800	2	28,512.00	187,200	1,482,624.00
2500	0.5	9,900.00	65,000	514,800.00
2500	1	19,800.00	130,000	1,029,600.00
2500	2	39,600.00	260,000	2,059,200.00
4000	0.5	15,840.00	104,000	823,680.00
4000	1	31,680.00	208,000	1,647,360.00
4000	2	63,360.00	416,000	3,294,720.00
5000	0.5	19,800.00	130,000	1,029,600.00
5000	1	39,600.00	260,000	2,059,200.00
5000	2	79,200.00	520,000	4,118,400.00

**At two cartons per week in 4,000 outlets the volume exceeds the goal**

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# How it works with kegs

Outlets	Kegs per week	Litres per week	Kegs per year	Litres per year
1	1	50.00	52	2,600.00
40	1	2,000.00	2,080	104,000.00
80	1	4,000.00	4,160	208,000.00
120	1	6,000.00	6,240	312,000.00
160	1	8,000.00	8,320	416,000.00
200	1	10,000.00	10,400	520,000.00
240	1	12,000.00	12,480	624,000.00
280	1	14,000.00	14,560	728,000.00

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# Gage Roads Premium Lager



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# Gage Roads Pils mid strength



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# Gage Roads IPA



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Wahoo - Premium ale that's easy drinking & craft brewed. April release



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# London Best - released and sold out, due for re-release



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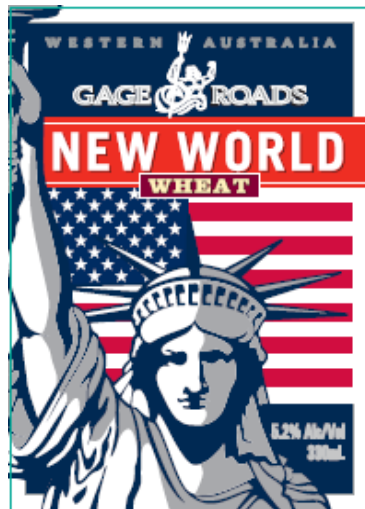


# New World Wheat - launching February



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# WORLD TOUR Range



London Best & New World Wheat have already been released



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# 120 events and sponsorship in 07

- Anaconda Adventure Series
- Melbourne International Comedy Festival
- Rottnest Channel Swim
- Pier to Pub Swim
- Australian Surfing Pros Crowning Ceremony
- Australian Film Industry Awards
- Avon Descent
- Perth Fashion Festival
- Australian Surf Rowers League National Championships

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