



25 November 2010

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

**CEO Presentation at AGM  
Gage Roads Brewing Co Limited (ASX : GRB)**

In accordance with Listing Rule 3.13.3 please find following the Chief Executive Officer, Nick Hayler's presentation to be provided to members at the Company's Annual General Meeting to be held today at 4pm (WST) at 14 Absolon St Palmyra, Western Australia.

-ENDS-

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AUSTRALIA'S CRAFT BREWERY

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**Gage Roads Brewing Co Limited**  
**CEO Presentation**  
**AGM 25<sup>th</sup> November 2010**

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- Our business evolution
- Key business objectives
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# Highlights Overview

- Brewery upgrade delivers annualised volume of 1.2million cartons
- FY10 maiden full year profit of \$680,000
- Total volume growth of 427%
- GRB branded sales grew 63% in a declining beer market
- October 2010 GRB achieves maiden operating profit



# Highlights Overview

## Brewery Expansion

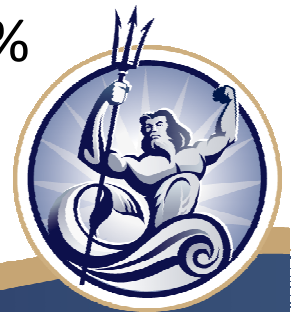
- The brewery upgrade financed by a \$4.2M credit facility delivers a 1.2M carton capacity. Already delivering a volume uplift for 2010 of 427%.
- Prudent equipment acquisitions and installation by our own team kept costs well below an estimated \$10 – \$15 million that it might have cost using new equipment.
- Assembled a committed, results driven team to meet the new challenges. Over the last 12 months the team has grown from 15 employees to 46, working 24 hours, 6 days a week.



# Highlights Overview

## Future Growth Outlook

- 2 new Woolworths products including cider were developed in FY 2010 and launched nationally in October.
- Installation of new tanks provide potential to deliver cider capacity of 400,000 cartons per annum to supply one of the liquor industry's fastest growing segments.
- 3 new contract brewing products are expected to be developed and produced in FY 2011.
- IBISWorld has forecast that over the next three years, sales of private-label wine and beer could represent 20% of all sales within the category, with beer doubling over the next 3 years.



# Highlights Overview

## GRB products

- 63% growth for GRB products driven by better fridge positioning and retail support in approximately 1,400 retail outlets.
- Consumer approval is apparent, since the launch of our rebranded Gage Lager, Gage Pils 3.5 and Sleeping Giant IPA, sales have lifted 106%.
- Atomic Pale Ale was launched in October 2010 to target a growing demand in the traditional Pale Ale market . It has since enjoyed favourable media support nationally and we expect it to deliver some good results over the next 3 years.



# Gage Roads - The Evolution





# Business Objectives 2011 - 2013

- Grow **profitability**, year on year
- Deliver in full on time every time to all customers
- **5 in 5** - Be the 5<sup>th</sup> biggest Australian Brewery by 2015
- Retain and develop a skilled and committed **team**.
- Continue to develop a “can do” culture of performance and safety



# Key Business Strategies

- Work with key partners to meet the growing demand for contract brewing in Australia.
- Deliver a better return per litre through improved production efficiencies, line automation and reduced variable and raw material costs.
- Evaluate a number of equipment options that will deliver an improved return on investment.
- Explore additional brewery expansion opportunities here and on the East coast.



# Product Rebranding



# Woolworths Products





# Wahoo Brand Invigoration



Packaging upgrade March 2011.  
Designed to grow sales and improve  
production efficiency

- Unique & taller bottle
- Contemporary carton design
- Upgrade carton quality
- Prominent bottle label
- Matching 6 pack

