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ABN 22 103 014 320 ASX: GRB 19 October 2016

#### 7TH ANNUAL AUSTRALIAN MICROCAP INVESTMENT CONFERENCE

Please find attached an investor presentation provided by Chief Financial Officer Marcel Brandenburg at the 7th Annual Australian Microcap Investment Conference in Melbourne on 19 October 2016.

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For further information, please contact

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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.

# **GAGE BREWING CO**

**RETURNING TO CRAFT** 

7<sup>th</sup> ANNUAL AUSTRALIAN MICROCAP INVESTMENT CONFERENCE

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**19 OCTOBER 2016** 

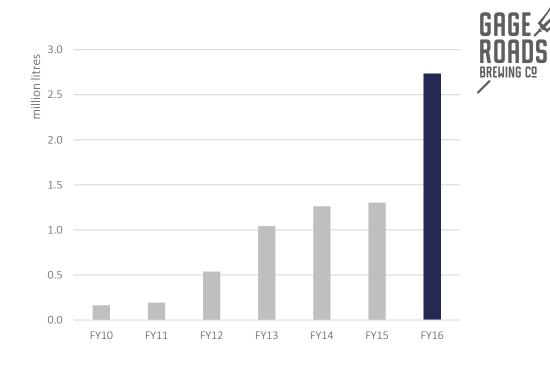
## THIS IS GAGE ROADS BREWING CO.

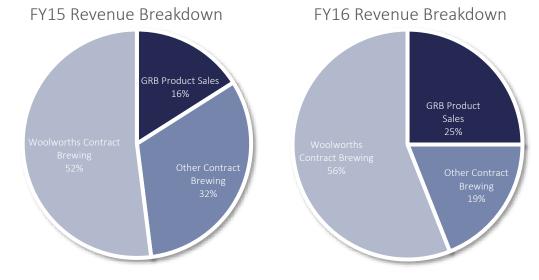
#### A Proven Track Record

- One of Australia's most established and awarded brewers of craft beer (established 2002)
- Currently producing 11 million litres p.a. comprising of 2.5 million litres proprietary craft brands and 8.5 million litres contract brewing
- State-of-the-art, world-class facilities, \$25m invested in capital expenditure since 2010, up to 17.4 million litres p.a. capacity

#### Returning to Craft

 The Company has announced a strategy to improve sales mix away from lower margin contract-brewing towards higher-margin craft beer by opening up previously untapped market segments





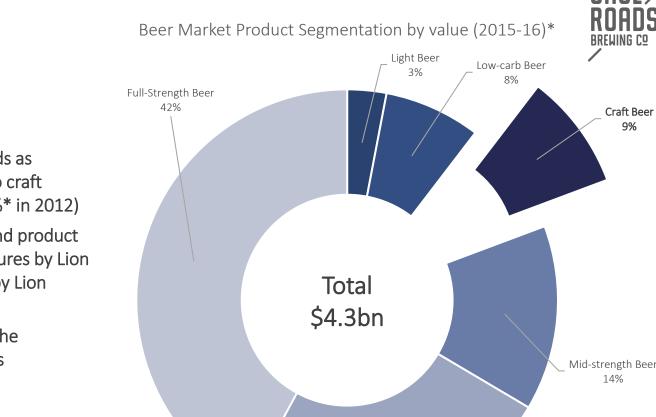
## THE AUSTRALIAN CRAFT **BEER MARKET**

### Craft Beer In Growth

- The Australian Craft beer industry is enjoying strong tail winds as consumers shift preferences away from mainstream beers to craft brands, now accounting for 9%\* of the industry, up from (2%\* in 2012)
- Major brewers have attempted to claw back market share and product relevance through acquisition of craft brands i.e. Little Creatures by Lion (2012), Mountain Goat by Asahi (2015), Byron Bay Brewing by Lion (2016)
- Organic and non-organic growth opportunities emerging in the Australian craft beer market, nationally over 230 craft brands established\*

### Key statistics

- Craft beer market growing at 16.4%<sup>^</sup> (6-year CAGR)
- Total Beer market \$4.3bn\*, declining 1.1%<sup>^</sup> (6-year CAGR)
- Craft beer market volume expected to grow to 12-15%\* of the overall market within 5 years (US Market 17-20%)



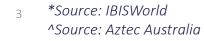
BREWING CO

Craft Beer

9%

14%

Premium Beer 24%



#### Gage Roads' craft beer sales by region (Source: Internal Data)



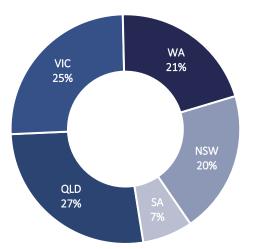
# BEERS WORTH DRINKING

## **Great Products**

- Suite of recognisable craft beers in the market
- Progressive, modern marketing strategy
- National craft range positioned for high volume potential
- Packaging with strong shelf presence
- Craft beer delivering strong margins
- Majority of major craft brands are owned by the big brewers, consumers value and support independents

#### In Growth

- Currently 350,000 cases per annum, a strong market has been developed for our brands in the current channel
- Gage Roads proprietary craft beer brands growing more than 80%
- Gage Roads proprietary brands now represent the largest independent craft beer brand in the Australian beer market

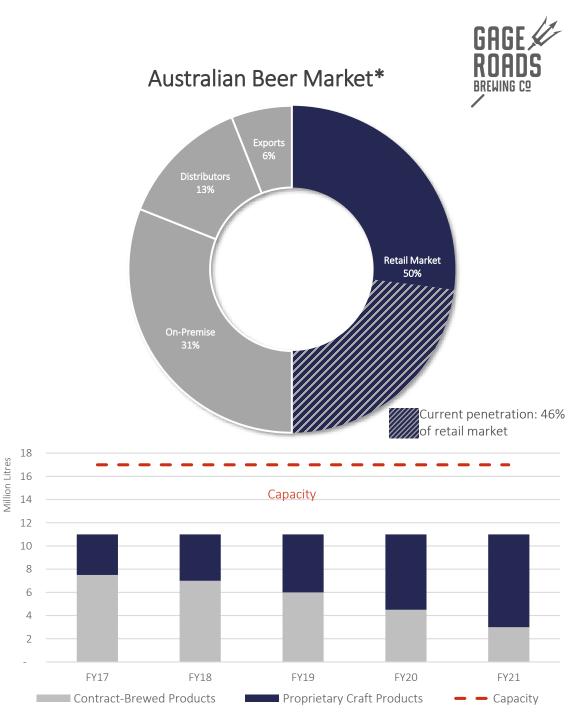


#### Australian Craft Retail Market (Source: Aztec Australia)

Ranking	Company	Range	Est. market share
1	Lion	James Squires Brands	30.2%
2	SAB-Miller	Matilda Bay Brands	16.5%
3	Lion	Little Creatures Brands	10.9%
4	Coles Liquor	Coles Private Label Craft	5.4%
5	Asahi Premium Beverages	Cricketers Arms Brands	3.9%
6	Gage Roads Brewing Co Ltd	Gage Roads Craft Brands	3.9%
7	Endeavour Drinks Group	John Boston Brands	3.8%
8	Stone & Wood	Stone & Wood Brands	3.0%
9	Matso's Broome Brewery	Matso's Brands	3.0%
10	4 Pines Brewing	4 Pines Craft Brands	2.5%
11	Asahi Premium Beverages	Mountain Goat Brands	2.3%
12	Coca Cola Amatil	Yenda Brands	2.0%
13	SAB-Miller	Cascade Brands	1.4%
14	Rebellion Brewing	O'Brien Brands	1.0%
15	Lion	White Rabbit Brands	0.1%

# LOOKING AHEAD

- Growing craft beer market
- Current channel revenues secured via supply agreement
- Unlock the other half of the retail market
- Unlock the on-premise market (31% of total beer market\*)
- Convert current volumes (11 million litres p.a.) to
  - higher-margin own brand craft range
  - higher margin draught volume
  - wider independent retail channel
- Scale to over-deliver 6 million litres with additional available capacity





# **RETURNING TO CRAFT**

- 1. Annual growth in our proprietary brands
- 2. Continued change in distribution mix
- 3. Increased sales & marketing efforts
- 4. Sustained growth of craft beer market
- 5. Improvement in EBITDA/litre





## QUESTIONS







## Disclaimer

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Actual future events may vary from these forward looking statements and you are cautioned not to place undue reliance on any forward looking statement.