



ASX ANNOUNCEMENT

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P +61 8 9314 0000
F +61 8 9331 2400
info@gageroads.com.au

Gage Roads Brewing Co Ltd
14 Absolon St, Palmyra
Western Australia 6157

PO Box 2024 Palmyra DC
Western Australia 6169

ABN 22 103 014 320
ASX: GRB

RE: GAGE ROADS EXTENDS FRINGE WORLD PARTNERSHIP AGREEMENT

Gage Roads Brewing Co Ltd (ASX: GRB) ('Gage Roads' or 'The Company') is pleased to announce that it has extended a key agreement that secures its status as exclusive beer and cider provider to Perth *FRINGE WORLD* for a further three years until 2021.

This agreement complements the Company's existing partnerships with Optus Stadium and Rugby Australia which are key components of Gage Roads' event-based marketing strategy. These partnerships are an effective way to activate the Company's products in the market. The first two years of the *FRINGE WORLD* partnership have markedly increased Gage Roads' brand awareness in Western Australia. Recently, Optus Stadium has outperformed expectations and can already be directly linked to increased awareness and sales of Gage Roads' proprietary products.

FRINGE WORLD is the largest annual event in Western Australia and the third largest fringe-style event in the world and attracts up to 750,000 visitors annually. Each year, it features more than 750 events at 130 venues all over the Perth metro area.

FRINGE WORLD's Marcus Canning said the partnership was a great fit for the event: "When it comes to who we choose to partner with, especially in the realm of product on offer as part of the total Fringe experience, we get very serious about the right fit.

"Gage Roads initially came on board as our new brewery partner in 2017 and our audiences loved the range of products on offer. Our extensive market research and sales analysis has proven what we knew anecdotally - that the *FRINGE WORLD* market received our new brewery partner and its products very favourably and the sales spoke to this."

Managing Director John Hoedemaker said the Company is delivering on its event-based marketing strategy: "*FRINGE WORLD* is one of the most successful; and well-run events in the country and we are proud to partner with them through to 2021. This partnership presents an exciting and rare opportunity to achieve significant long-term exposure for the Company's brands and reinforces the 'brand in hand' experience that we continue to promote as part of our 5-year strategy."

- END-

Marcel Brandenburg
Company Secretary
Gage Roads Brewing Co Ltd
Tel: (08) 9314 0000

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.