



BROO Limited

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27 October 2022

ASX Announcement

Appointment of Non-Executive Director

Broo Limited (ASX: BEE) ("**Company**") is pleased to announce the appointment of Mr Jason Scher as Non-Executive Director of the Company effective immediately.

Jason has had a successful 20+ year career track record in building businesses in the Fast Moving Consumer Goods (**FMCG**) space.

He has been on the Board of Orange and Green Pty Ltd for over 10 years, led the Australia/New Zealand division of the Kruger Group from its inception in 2008, and Co-Founded Voost Vitamins which was successfully sold to The Proctor & Gamble Company in 2021.

Jason is currently Chairman of his investment vehicle that is actively involved in businesses operating in the Sports Nutrition, Pharmaceutical, E-Commerce, Packaged Foods and Technology categories.

Broo's Chairman, Kobe Li in commenting on the appointment said: "It is a great pleasure and honour that Mr Scher has accepted the invitation to join the Board of Broo. Mr Scher's rich experience in the FMCG space will add tremendous value to the Board and the Company. The Board is very much looking forward to working with Mr Scher as it continues its strategic review of the business."

Commenting on the appointment, Jason Scher said: "I am looking forward to joining the Broo Board and contributing towards driving the new strategy that delivers value and growth to all Broo's stakeholders."

Approved by the Board of Directors.

Nova Taylor
Company Secretary
Broo Ltd

Further Information

For further information, please contact the Company on + 61 (3) 5984 2222.

About Broo Ltd

Broo Ltd is a unique Australian beer company that distinguishes itself from competitors through strong brands, company ethos, unique marketing platform and quality beer products. The Company is primarily focused on the production, marketing and sale of two beer products, Broo Premium Lager and Australia Draught.