



BROO Limited

ACN 060 793 099

Suite 4, Level 1
119-125 Ocean Beach Road,
Sorrento, Victoria 3943 Australia

Telephone +61 3 5984 2222
Facsimile +61 3 5984 2122
www.broo.com.au



21 March 2017

ASX Market Announcements

Company Announcement Office
ASX Limited
MELBOURNE VIC 3000

China Production Activation

Broo Ltd is pleased to announce the planning strategy for China activation is complete and Jinxing Beer Group Co., Ltd ("Jinxing") has commenced production of Broo Premium Lager in China.

The final packaging design for Broo Premium Lager in China has been slightly altered from the Australian format to better suit the Chinese market and further enhance the Broo Ltd iconic Kangaroo Logo. The alcohol volume (ABV) has also been reduced from 4.6% to 4% to represent the changing trend in Chinese consumer preferences.

The activation of production and distribution of Broo Premium Lager in China has been the Company's focus and the final step to realising Chinese revenues. It represents an incredibly exciting collaboration and development of an opportunity into a significant actuality.

China's beer market is the largest in the world with sales volumes exceeding 5 billion cases of beer per annum and boasts a population of approximately 1.4 billion people.

Quote from Mr Kent Grogan, Founder & CEO, Broo Ltd.

I have spent many years in China looking at opportunities for Broo and many more years cultivating the relationships to shore up its success. I could not be prouder to have formed a partnership with the Jinxing Group. Jinxing is an incredibly well respected Company in China and we are thrilled with their dedication to the success of our uniquely Australian brand. To see our vision and goals come to fruition is especially fulfilling.



Packaging design for China market

ABOUT JINXING

Jinxing Beer Group Co., Ltd is a major brewer incorporated in China which produces and packages alcoholic beverages. Jinxing has an annual production capacity of 2 million tonnes of beer (equivalent to approximately 200 million cases of beer per annum), employs 6,000 staff, and has won numerous awards for its contribution to China's national beverage industry.

ABOUT BROO

Broo Limited 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 currently focused on the production, marketing and sale of two beer products, Broo Premium Lager and Australia Draught.