



P. 08 9876 5432 F. 08 9876 5552

hello@gooddrinks.com.au  
14 Absolon St. Palmyra WA 6157

gooddrinks.com.au

PO Box 2024 Palmyra DC  
Western Australia 6169

ABN: 22 103 014 320  
ASX: GDA

## ASX ANNOUNCEMENT

5 July 2022

### COMMENCEMENT OF MOLSON COORS AND MAGNERS DISTRIBUTION TO DRIVE FY23 REVENUE GROWTH

- Brands expected to add \$35m - \$40m to revenue and \$3m - \$4m to FY23 EBITDA
- Leverages GDA's multi-year investment in Australian sales, marketing and distribution capability

Good Drinks Australia Ltd ("**Good Drinks**", "**The Group**", **ASX:GDA**) is pleased to announce it has now formally commenced the Australian distribution of the Miller Chill, Miller Genuine Draught, Coors, Molson Canadian and Magners brands.

The Molson Coors and Magners brands account for approximately 13 million litres per annum in the Australian market and are a material FY23 volume and earnings driver for Good Drinks. Based on current volumes sold over the last 12 months and known retail pricing of the range, the partnerships are expected to deliver an additional \$35m-\$40m in revenue and \$3m-\$4m EBITDA annually for Good Drinks.

With over 5,000 distributions the brands are excellently distributed across Australia. This provides Good Drinks with an opportunity to access incremental customers providing additional ranging opportunities for its own brands.



Good Drinks Australia Managing Director John Hoedemaker commented:

“We’re proud that Good Drinks has been selected and trusted by the owners of these well-known brands to represent their products in Australia. The transition from the previous distributors has been well planned and well executed in the trade.

“We are excited to have these products complement our growing Good Drinks portfolio and look forward to them contributing meaningfully to this year’s volume, revenue and earnings, as well as creating new market opportunities for our existing brands.

“These partnerships, combined with strong earnings from our core business and venues, are expected to deliver a significant earnings re-rate in FY23.”

This announcement has been authorised by the Board of Directors.

Marcel Brandenburg  
Company Secretary  
Good Drinks Australia Ltd  
[investors@gooddrinks.com.au](mailto:investors@gooddrinks.com.au)

Jamie Burnett  
Communications Manager  
Good Drinks Australia Ltd  
[jamieburnett@gooddrinks.com.au](mailto:jamieburnett@gooddrinks.com.au)

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Certain statements contained in this Announcement, including information as to the future financial or operating performance of the Company and its projects, are forward looking statements. Such forward looking statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Group and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward looking statements are provided as a general guide only and should not be relied on as an indication or guarantee of future performance.

Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Subject to any continuing obligations under applicable law the Group disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in this Announcement to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statement is based.

