



ASX ANNOUNCEMENT

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Western Australia 6169

ABN: 22 103 014 320
ASX: GDA

29 November 2022

Managing Directors' Address to Shareholders

Please find attached Managing Director John Hoedemaker's presentation to Shareholders at today's Annual General Meeting.

A video recording of the Company's Annual General Meeting will be available tomorrow on the Company's website under <https://gooddrinks.com.au/media/>

-END-

This announcement has been authorised by the Company Secretary.

Marcel Brandenburg
Company Secretary
Good Drinks Australia Ltd

investors@gooddrinks.com.au

Jamie Burnett
Communications Manager
Good Drinks Australia Ltd
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Annual General Meeting

29 November 2022

GOOD DRINKS AUSTRALIA | ASX : GDA

Ian Olson

Non-Executive Chairman

Proxy Summary

| | Resolution | For | Against | Discretionary |
|---|--|------------|-----------|---------------|
| 1 | Adoption of Remuneration Report | 55,919,713 | 288,843 | 88,230 |
| | | 99.33% | 0.51% | 0.16% |
| 2 | Re-election of Director – Graeme Wood | 66,116,758 | 657,835 | 41,110 |
| | | 98.95% | 0.98% | 0.06% |
| 3 | Extension of Incentive Share Loans – John Hoedemaker | 55,204,824 | 1,010,084 | 42,160 |
| | | 98.13% | 1.80% | 0.07% |
| 4 | Extension of Incentive Share Loans – Ian Olson | 65,712,001 | 1,042,684 | 42,160 |
| | | 98.38% | 1.56% | 0.06% |
| 5 | Extension of Incentive Share Loans – Robert Gould | 65,712,001 | 1,042,684 | 42,160 |
| | | 98.38% | 1.56% | 0.06% |
| 6 | Adoption of Securities Incentive Plan | 59,141,120 | 408,327 | 41,110 |
| | | 99.25% | 0.69% | 0.07% |

Resolutions

| | Resolution | |
|---|--|---|
| 1 | Adoption of Remuneration Report | <i>“That, for the purposes of section 250R(2) of the Corporations Act and for all other purposes, approval is given for the adoption of the Remuneration Report as contained in the Company’s annual financial report for the financial year ended 30 June 2022.”</i> |
| 2 | Re-election of Director – Graeme Wood | <i>“That, for the purpose of clause 13.2 of the Constitution and for all other purposes, Mr Graeme Wood, a Director, retires by rotation, and being eligible, is re-elected as a Director.”</i> |
| 3 | Extension of Incentive Share Loans – John Hoedemaker | <i>“That, for the purposes of ASX Listing Rule 10.11 and for all other purposes, the Shareholders of the Company approve the extension of the limited recourse loans relating to 3,664,931 shares in the Company for a period of 7 years to 29 September 2030, which were issued to John Hoedemaker, Director of the Company, on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”</i> |

Resolutions

| | Resolution | |
|---|---|--|
| 4 | Extension of Incentive Share Loans – Ian Olson | <i>“That, for the purposes of ASX Listing Rule 10.11 and for all other purposes, the Shareholders of the Company approve the extension for a period of 7 years of a limited recourse loan pursuant to which Ian Olson, Director of the Company, was issued 1,225,973 shares in the Company, on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”</i> |
| 5 | Extension of Incentive Share Loans – Robert Gould | <i>“That, for the purposes of ASX Listing Rule 10.11 and for all other purposes, the Shareholders of the Company approve the extension for a period of 7 years of a limited recourse loan pursuant to which Robert Gould, Director of the Company, was issued 1,225,973 shares in the Company, on the terms and conditions set out in the Explanatory Statement which accompanies and forms part of this Notice of Meeting.”</i> |
| 6 | Adoption of Securities Incentive Plan | <i>“That, for the purposes of Listing Rule 7.2 (Exception 13(b)) and for all other purposes, approval is given for the Company to adopt an employee incentive scheme titled Securities Incentive Plan and for the issue of up to a maximum of 6,416,916 securities under that Plan, on the terms and conditions set out in the Explanatory Statement.”</i> |

John Hoedemaker

Managing Director

A Drinks Platform 100% Focussed On National Growth

A map of Australia with state and territory boundaries. The map is light blue with dark blue outlines. Several craft brewery logos are placed on the map:

- WYNNIE** in the top left (Western Australia).
- THE BOTTLED BEER CO.** in the top center (South Australia).
- THE BEER WORKS** in the top right (New South Wales).
- ATOMIC** in the middle right (Victoria).
- STOMPING THE GROUND BREWING CO.** in the bottom right (Tasmania).
- GAGE ROADS — Brew Co —** in the bottom left (South Australia).
- MATSO'S BROOKE BREWERY** in the middle left (Western Australia).
- MATSO'S SEASIDE COAST BREWERY** in the middle right (New South Wales).



Key Achievements

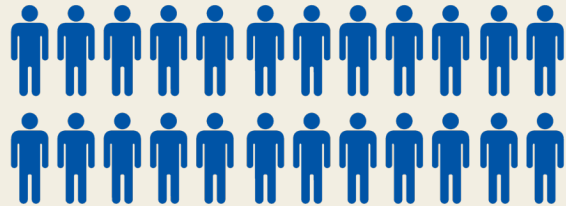
Demonstrated execution



1 MILLIONTH
CASE OF SINGLE FIN SOLD



OPENED
GAGE ROADS FREO
ON BUDGET, ON TIME



CUSTOMERS
INCREASED
FROM 3,000
TO 6,000

STOMPING GROUND
VICTORIAS FAVOURITE



NEW PRODUCTS LAUNCHED
IN BEER, READY-TO-DRINK
& SELTZER CATEGORIES



Coors


MAGNERS

MOLSON COORS & MAGNERS ✓
DISTRIBUTION DEALS EXECUTED

ACQUIRED SITE FOR
MATSO'S SUNSHINE COAST



RECORD SALES AND REVENUES
OUTPERFORMING THE MARKET

Aaron Heary

Chief Strategy Officer

Building Australia's #1 Independent Beer Platform

Formulating Strategy

Creating a sustained competitive advantage



Significantly grow revenue



Significant profit realisation



Grow National Brand Awareness



Manufacturing Scale

Strategic Capabilities:

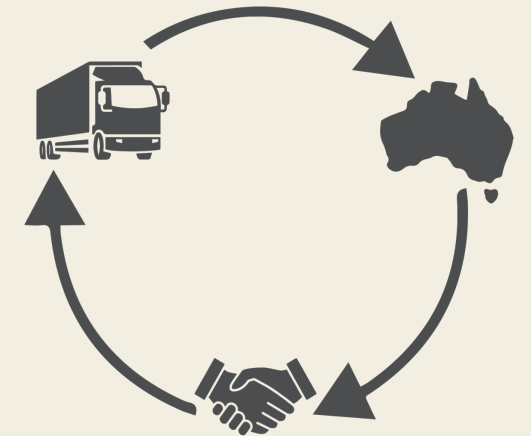
- Better than most competitors
- Hard to replicate
- Organised to deliver
- Create value for customers



Relevant Brands



Sales & Distribution



The Good Drinks Transformation

Demonstrated execution



Partnership Brands

Profitable Sales and Distribution Growth

Distribution Growth Drives Revenue Growth, Revenue Growth Drives Profit Growth

- Major vote of confidence in the Good Drinks Platform from Multinationals
- Step change in customers from **3,000** up to **6,000**
- Add significant scale to sales force
- Provides International premium brands to portfolio
- Opportunity to bundle sell

San Miguel
(0.5m L pa)



San Miguel

Magners
(1m L pa)



MAGNERS
IRISH CIDER

Millers, Coors
(15m L pa)



Coors **Miller** **CHILL**
GENUINE DRAFT

Delivered
3,000
New
customers

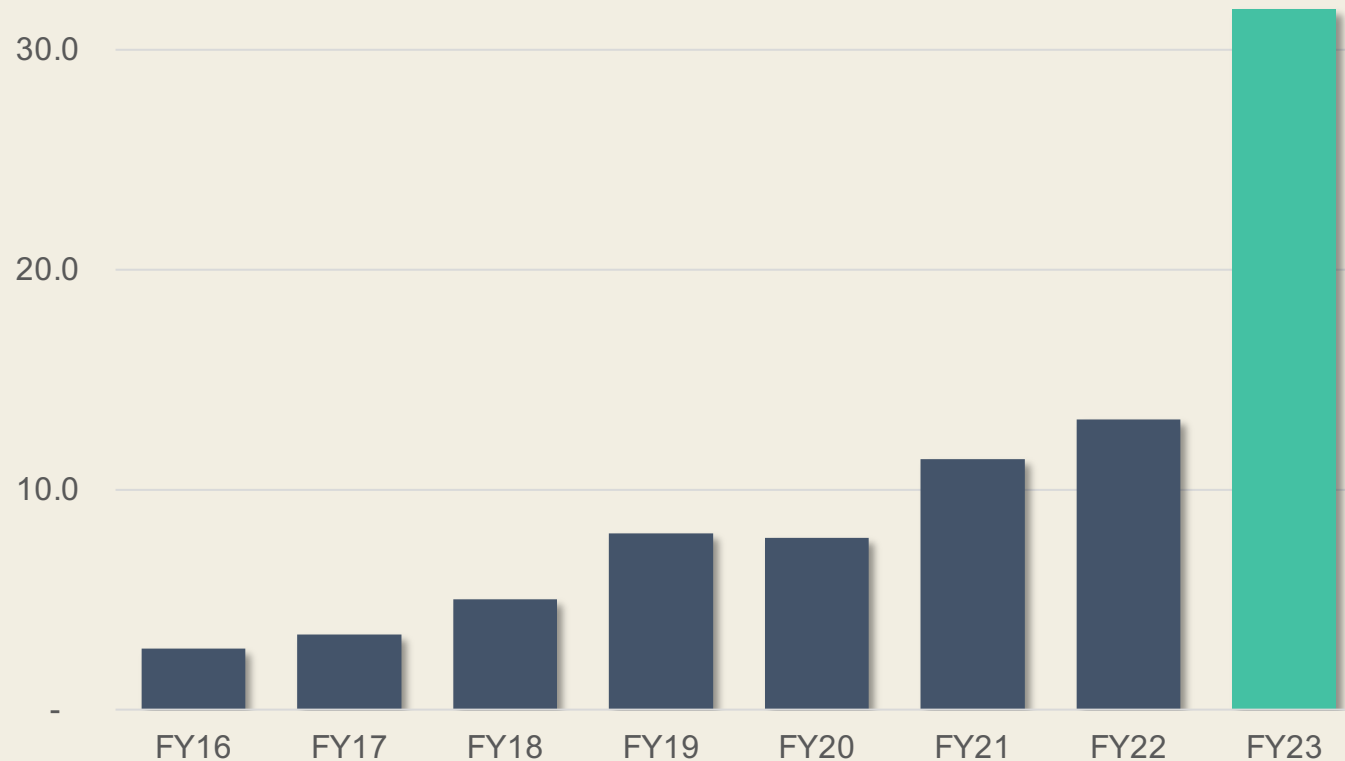
Partnership Brands

Step change in Scale to Good Drinks Platform

Distribution Growth Drives Revenue Growth, Revenue Growth Drives Profit Growth

Expected FY23 Sales

(M Litres, inc partner brands)



San Miguel



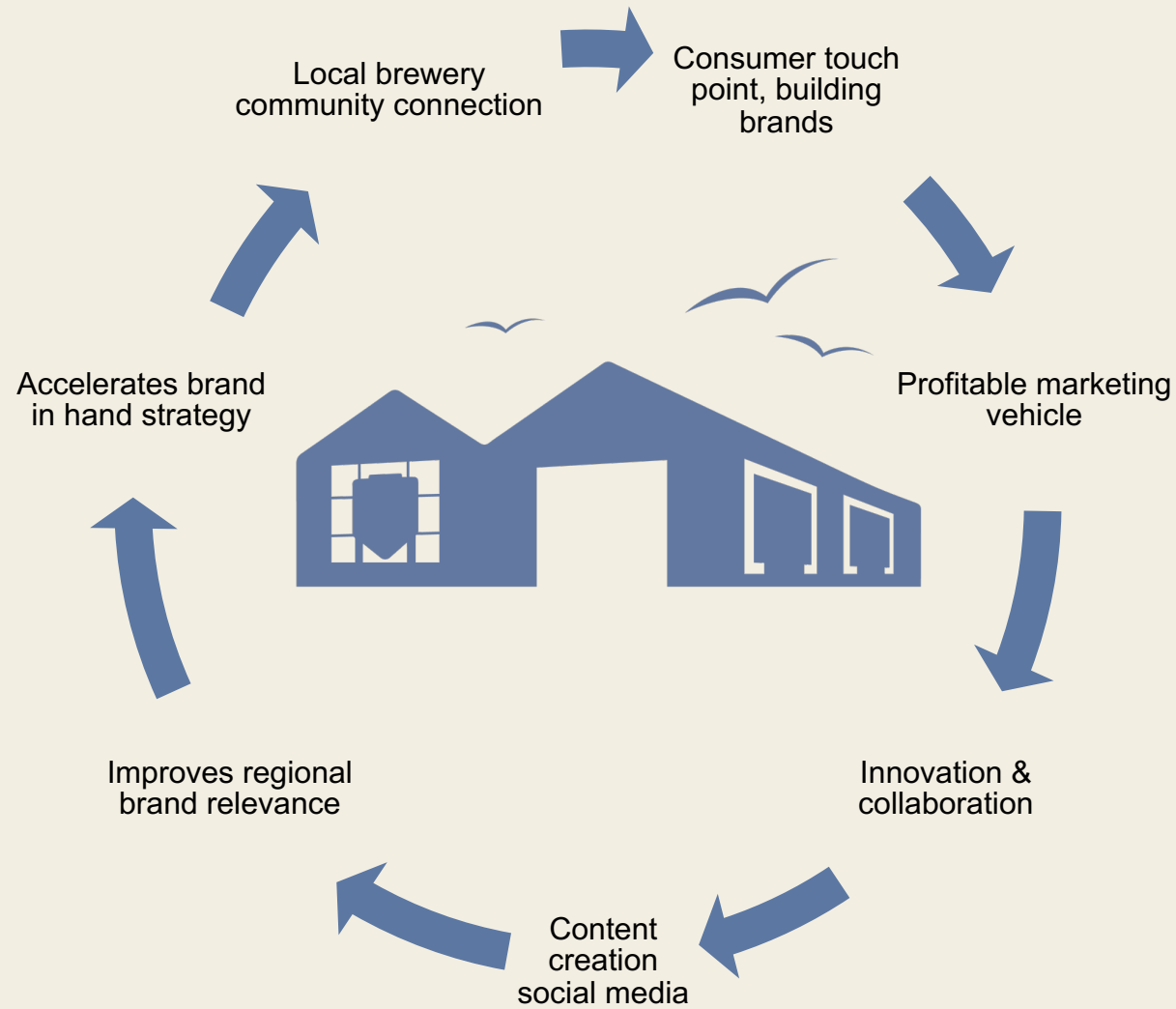
MAGNERS
IRISH CIDER



Coors Miller CHILL

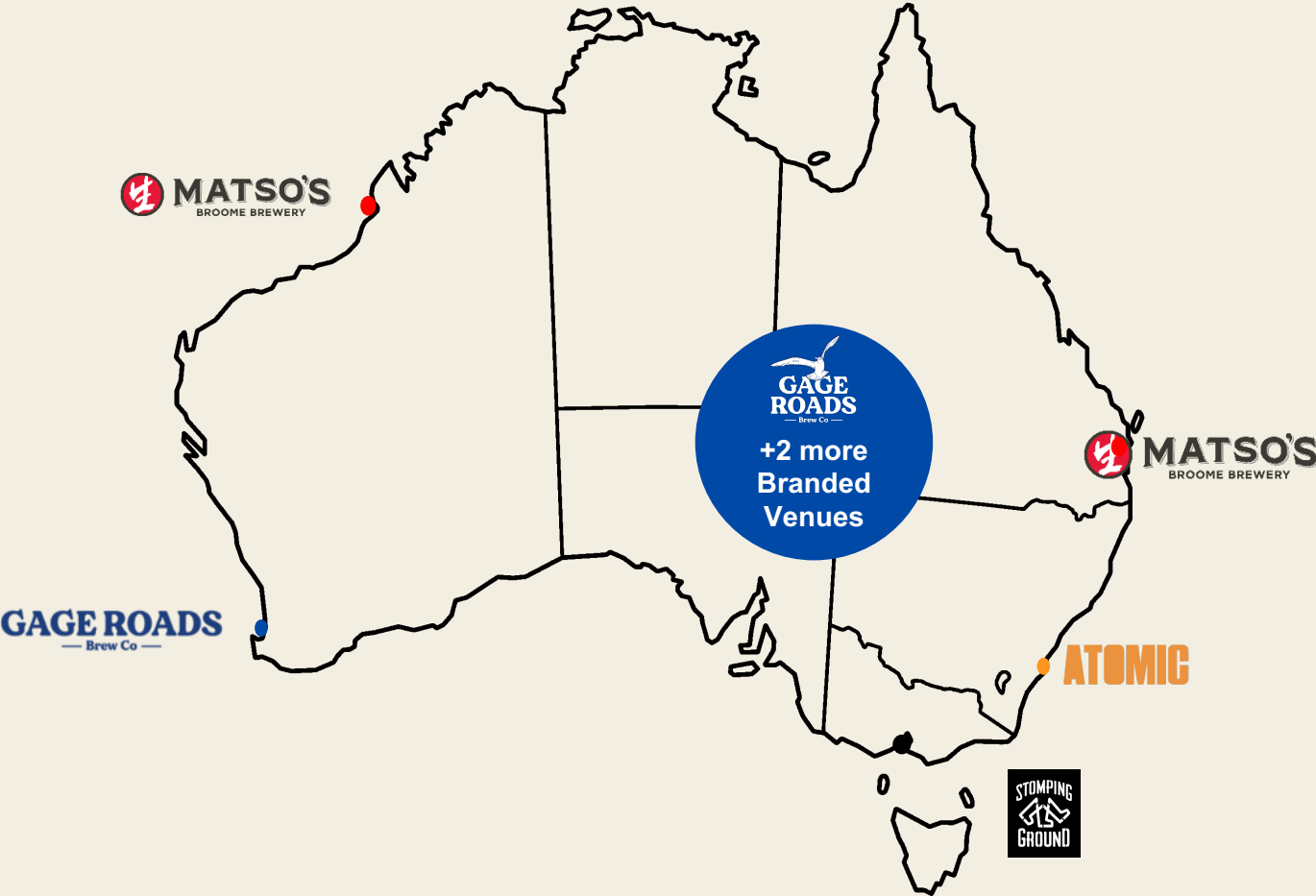
Branded Venues

Profitable marketing vehicles



Branded Venues Footprint

National expansion, national exposure



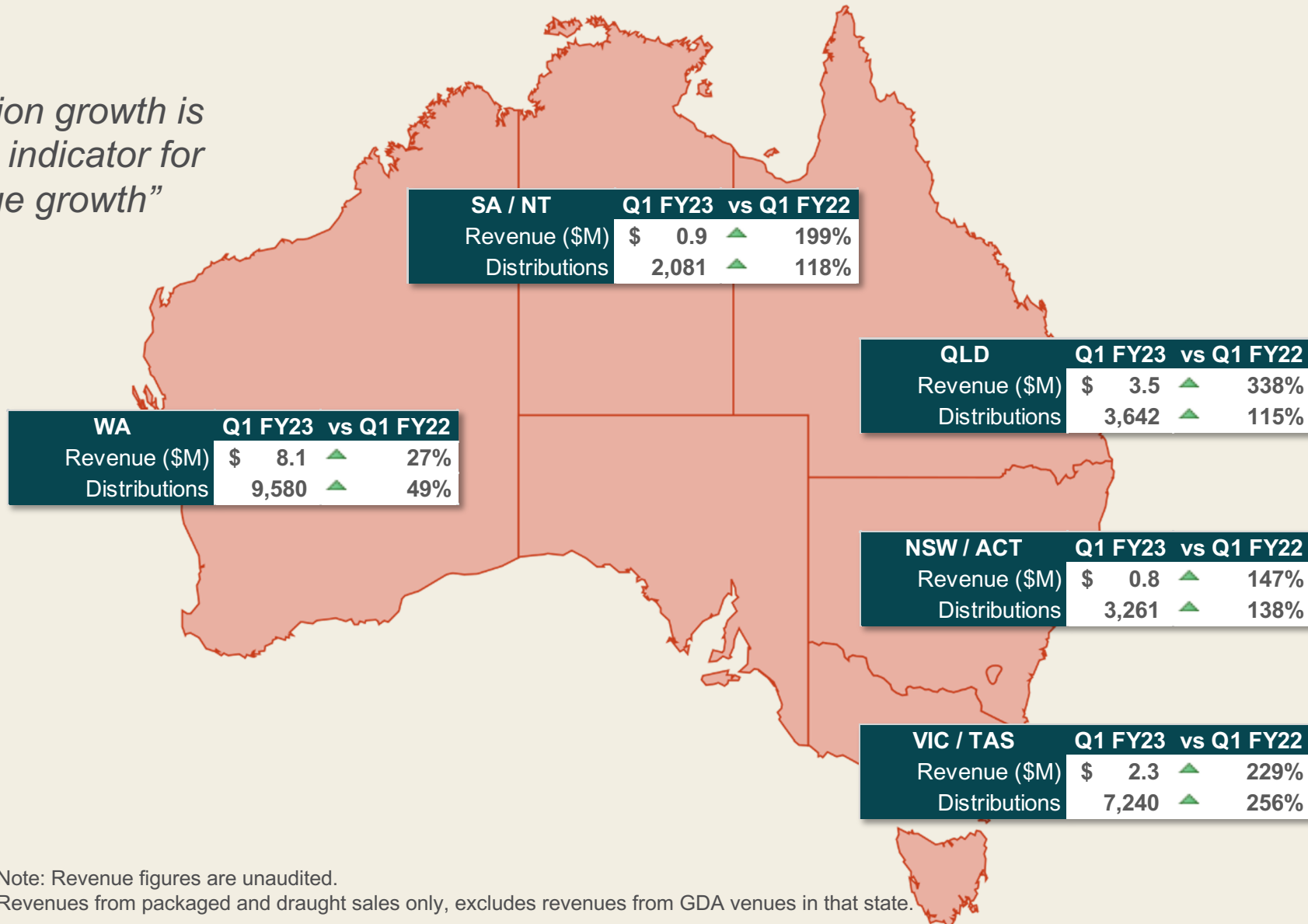
| Venue | Location | Status |
|---------------------|------------------------|----------------------|
| Matso's | Broome, WA | Operational Licenced |
| Gage Roads Freo | Fremantle, WA | Operational |
| Atomic Beer Project | Redfern, NSW | Operational |
| Matso's | Eumundi, QLD | Under Development |
| Stomping Ground | Collingwood, VIC | Pending Settlement |
| Stomping Ground | Moorabbin, VIC | Pending Settlement |
| Stomping Ground | Melbourne Airport, VIC | Pending Settlement |
| Taphouse (SG) | St Kilda, VIC | Pending Settlement |
| Taphouse (SG) | Melbourne Airport, VIC | Pending Settlement |
| Gage Roads | TBC | Search |
| Gage Roads | TBC | Search |

Fully funded through operating cashflows and existing debt facilities

National Platform Delivering Growth In All States

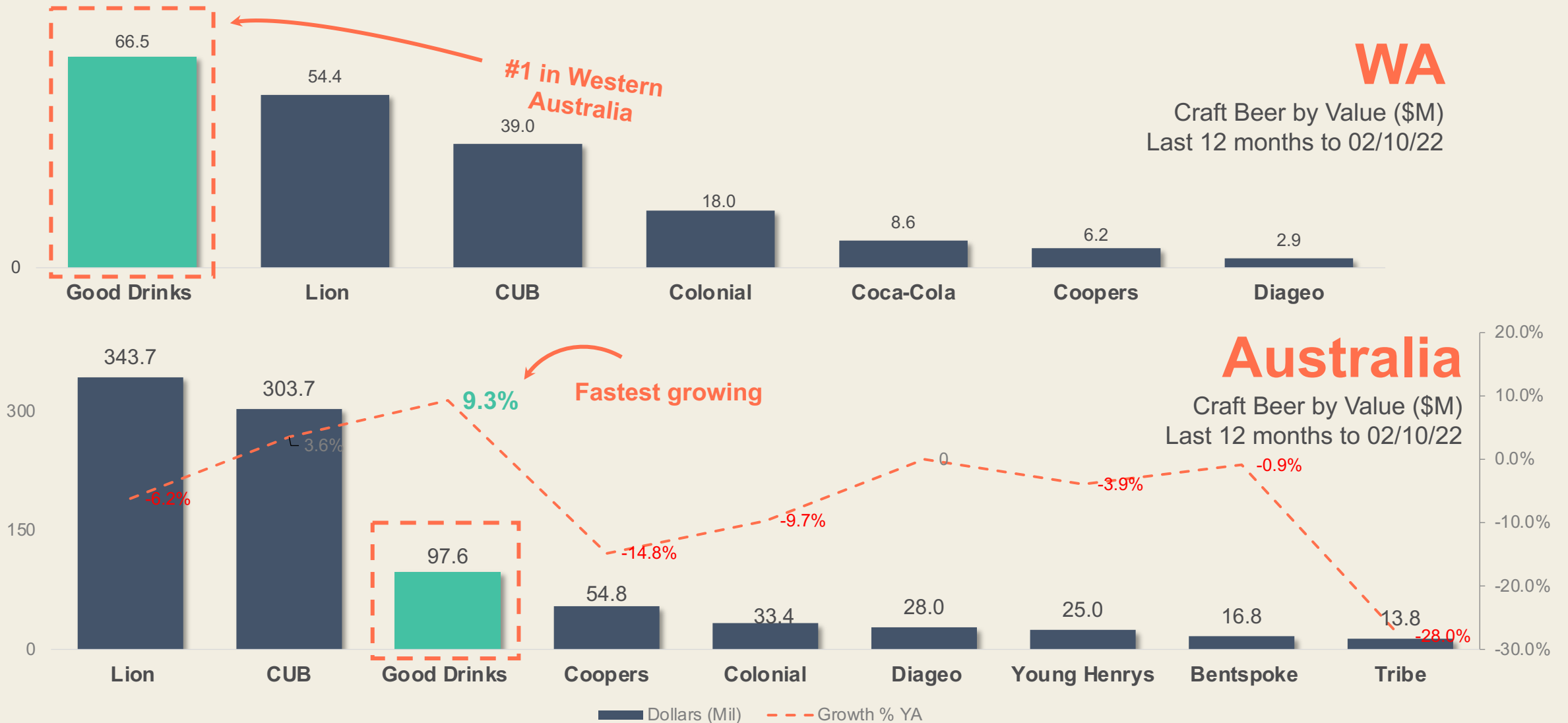
The strategy is working

“Distribution growth is a leading indicator for revenue growth”



The Good Drinks Platform - Outperforming The Market

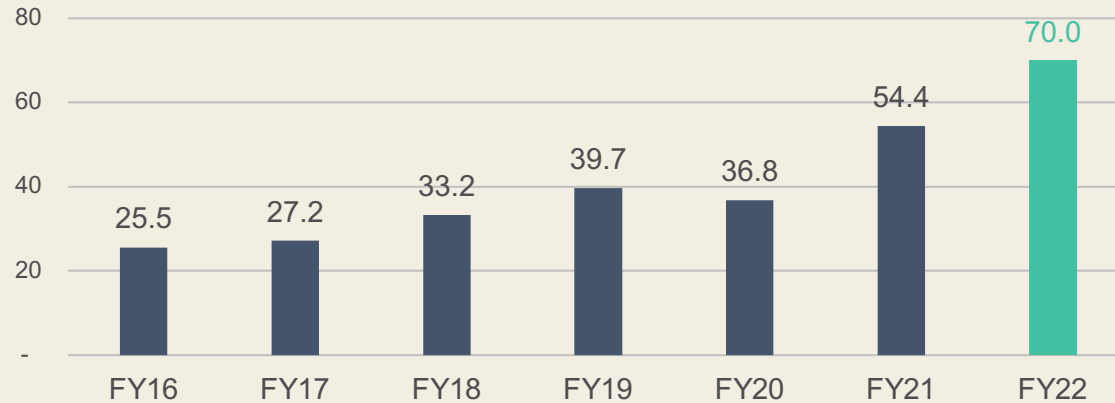
WA's #1 Supplier Now Also Fastest Growing Nationally



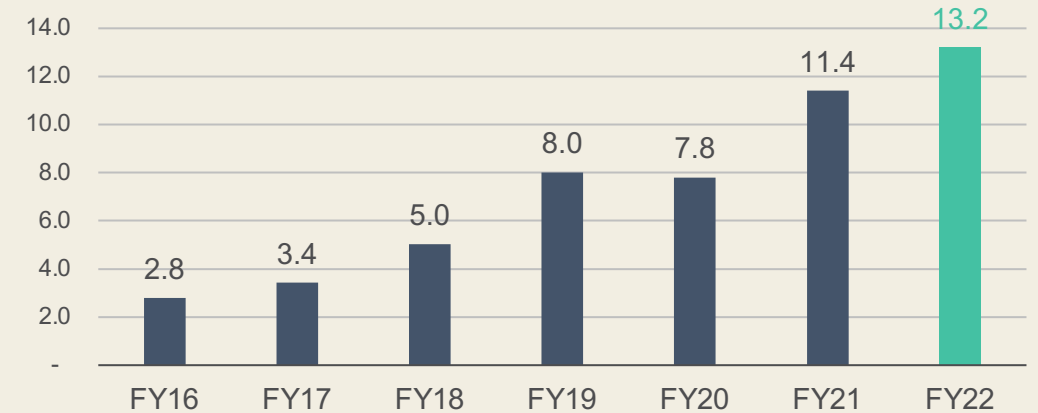
Financial Results

Step change in FY23

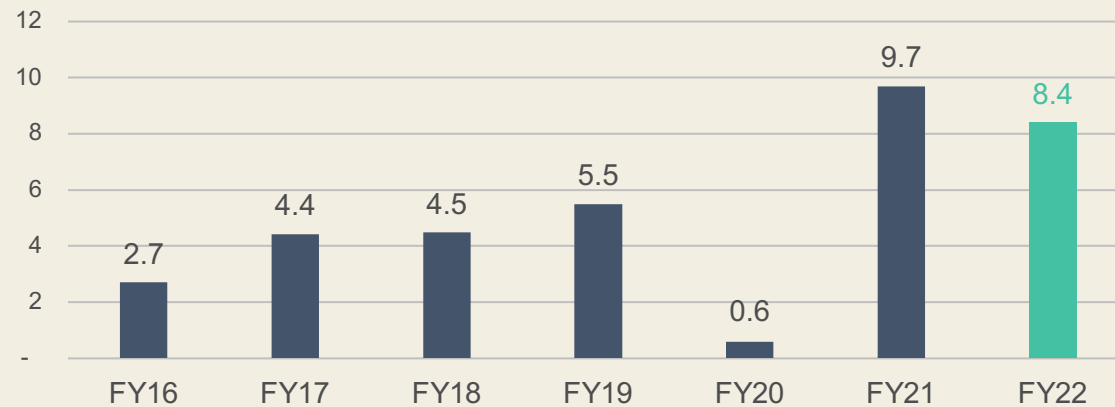
Revenue (\$M)



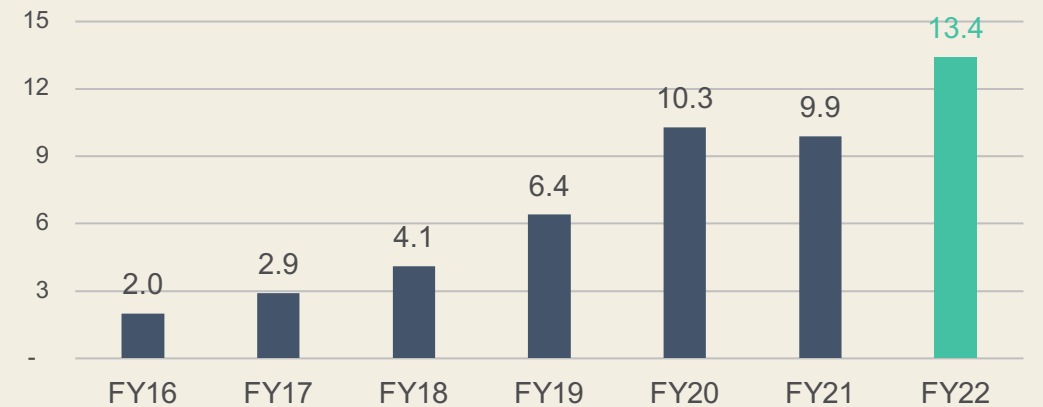
GDA Volume Sold (M Litres)



EBITDA (\$M)



Sales & Marketing Investment (\$M)

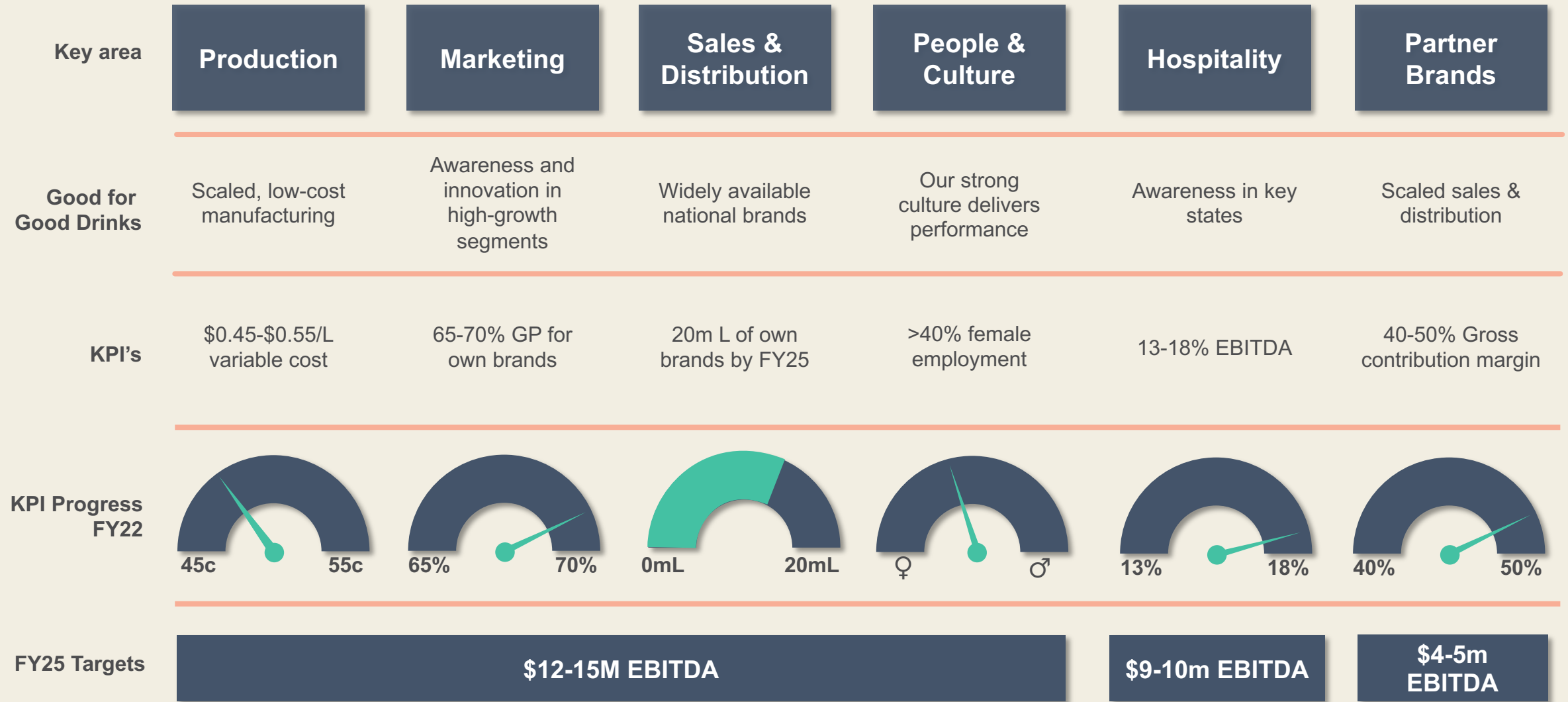


COVID Impacted Trading

Strategic investment in
sales & marketing


Roadmap To Growing Shareholder Value

Targeting \$25-30M EBITDA by FY25



Our Ambitions

\$30M+ EBITDA FY25 delivers growth

\$25-30M
EBITDA
FY25 

\$12-15M OWN BRANDS



\$9-10M VENUES



\$4-5M PARTNER BRANDS



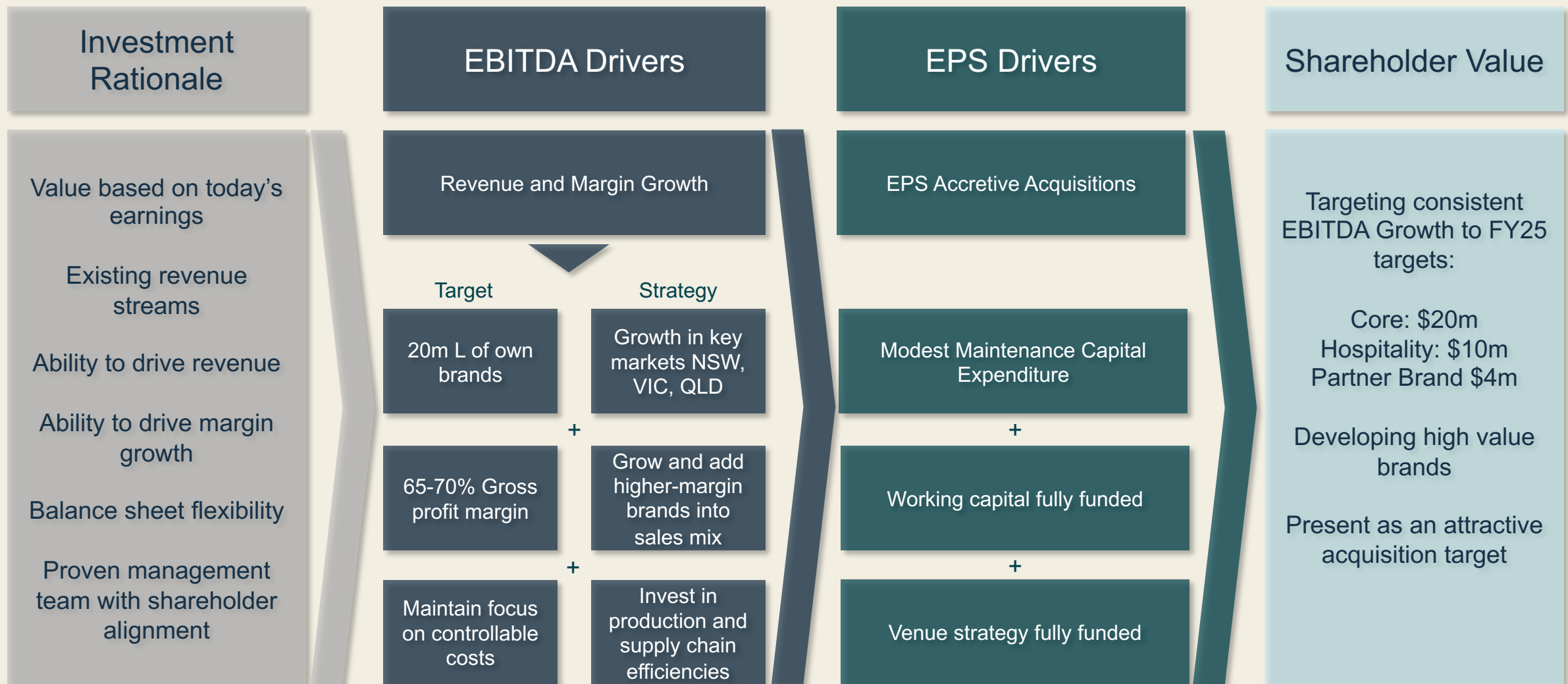
Questions

John Hoedemaker

Appendix



How we deliver good shareholder value



DISCLAIMER

Disclaimer on forward-looking statements:

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.

