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ASX: GDA

ASX ANNOUNCEMENT

7 February 2023

GDA APPOINTS EXECUTIVE DIRECTOR & CHIEF OPERATING OFFICER

Aaron Heary: Director Strategy, Brand and Hospitality

Good Drinks Australia Ltd (“**Good Drinks**” or “**the Company**”) (ASX: **GDA**) is pleased to announce the appointment of Mr Aaron Heary as an Executive Director, responsible for Strategy, Brand and Hospitality.

Aaron has more than 26 years’ experience in the liquor market both in Australia and abroad. He has been with the company since 2004 and has held the dual roles of Chief Operating Officer (COO) and Chief Strategy Officer for Good Drinks since 2014.

Aaron has earned an MBA through the Curtin Graduate School of Business WA, is qualified in brewery operations through the Institute of Brewing and Distilling London and is a qualified beer judge.

“Over the last 19 years, I’ve been privileged to work with some incredibly talented people across all aspects of our business. It’s our tenacious and entrepreneurial culture that has allowed us to outperform the Australian beer market for such a long time,” said Aaron.

“I look forward to working with the Board and broader team to continue delivering our solid growth trajectory and maximise earnings for our shareholders in coming years,” he said.

During his tenure as COO Aaron gained a strong understanding of both the cost structures and operating capabilities of the business, as he oversaw the expansion of the Gage Roads Palmyra facility to become WA’s largest brewery.

Aaron will continue to lead strategy development for the company. In his role as Chief Strategy Officer, Aaron worked closely with Good Drinks Managing

Director, John Hoedemaker across all aspects of the business. Together in 2016 the duo coined the “Return to Craft Strategy” and have subsequently grown the Company to become Australia’s leading independent craft brewer, with Single Fin and Matso’s Ginger Beer becoming the #1 and #2 independent craft beers nationally.

The sales and distribution platform built by John and Aaron paved the way for recent distribution agreements with global partner brands Millers, Coors, Magners, and San Miguel.

“John and I make a strong team, and we have worked closely together for a long time. We come from very different backgrounds, which complement each other well and we share common values.” said Aaron.

As part of his new role, Aaron will also maintain oversight of the hospitality business unit. In recent years, Aaron led the Company’s push into branded hospitality venues, which have further diversified the company’s revenue streams and provided profitable marketing vehicles to further develop brand awareness and brand loyalty in key markets.

“I’m extremely proud of our hospitality team, and I’m incredibly excited at the impending launch of Matso’s Sunshine Coast in 2023 which will significantly grow awareness across QLD” Aaron said.

Mr Hoedemaker said Aaron’s appointment adds to the already diverse experience of the Board.

“As a long-term valued colleague at Good Drinks, we’ve worked closely for many years on the Company’s strategy and direction. Aaron has been intimately involved in brand strategy and product development across the portfolio since inception and is well suited to lead the marketing team. He understands our business, the beer sector and broader liquor industry inside out, and I look forward to his contribution at Board level in growing our business and shareholder’s value into the future.”

The company’s chairman Ian Olson said:

“Aaron has been integral to the Company’s growth since 2004, having previously worked with leading liquor sector businesses including Southcorp Wines and Little Creatures Brewing. It is a natural progression to see Aaron now appointed as an Executive Director of the Company and on behalf of the Board we welcome Aaron to the team.”



GDA PROMOTES PHIL MCCLINTOCK TO CHIEF OPERATING OFFICER

Good Drinks is also pleased to announce the internal promotion of Phil McClintock to the role of Chief Operating Officer. Phil takes over the position from Aaron Heary, who continues as the company's Director of Strategy, Brand and Hospitality.

Phil joined Good Drinks in 2013 as Financial Controller, before progressing to the Head of Commercial role in 2019 where he has been responsible for procurement, inventory management, route to market logistics, production cost centres, and revenue management.

"Phil has been one of the company's top performers since his first day on the job, both culturally and technically. He has driven the improvement of commercial rigour, data-based decision making and revenue management across the business and most recently Phil was central to the negotiation and integration of our partnership brands Millers, Coors and Magners," said Mr Hoedemaker.

Prior to Good Drinks, Mr McClintock held a number of roles across banking and mining for large multinational corporations, both in Australia and the UK. Phil is a member of the Institute of Chartered Accountants, Chartered Company Secretary and Fellow of the Governance Institute of Australia.

-ENDS-

This announcement has been authorised by the Board of Directors.

Marcel Brandenburg
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Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX becomes ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Good Drinks Australia Ltd
ABN	22 103 014 320

We (the entity) give ASX the following information under listing rule 3.19.A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of director	Aaron Heary
Date of appointment	07 February 2023

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust
Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
Nil

Part 2 - Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<i>Note: Provide details of the circumstances giving rise to the relevant interest.</i> NICE DAY FOR A WALK PTY LTD <THE GREEN ROOM A/C> (Corporate Trust)	4,064,762 - ORDINARY FULLY PAID SHARES
NICE DAY FOR A WALK PTY LTD <MAGIC DOOR SUPER FUND A/C> (Superannuation Fund)	583,000 - ORDINARY FULLY PAID SHARES

Part 3 - Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Nil
Nature of interest	Nil

+ See chapter 19 for defined terms.

**Appendix 3X
Initial Director's Interest Notice**

Name of registered holder (if issued securities)	Nil
No. and class of securities to which interest relates	Nil

+ See chapter 19 for defined terms.