



ASX Announcement

30 May 2024

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**GDA**

## Good Drinks Australia Partners with Rekorderlig Cider

Good Drinks Australia Limited (ASX: GDA, "the Company" or "GDA") is proud to announce a national distribution agreement with Rekorderlig Cider, adding the renowned Swedish cider to its stable of international brands.

Celebrated for its exceptional quality and unique flavours, Rekorderlig Cider joins Molson Coors, Magners Irish Cider and San Miguel within the company's growing international brand portfolio.

The Rekorderlig brand complements the current Good Drinks product range, cementing Good Drinks Australia as the 3rd largest cider supplier in the Australian market delivering further access to a significant category of the alcohol market.

The brand is sold on a national basis with strong consumer demand across national chains and the independent retail market. Good Drinks expects to accelerate sales growth by leveraging its strong national sales capability and jointly developing new product opportunities to meet emerging consumer trends. The products will continue to be manufactured in Sweden, with GDA overseeing the import, marketing, distribution, and sales.

"We are excited to add Rekorderlig Cider to our growing portfolio and bring the taste of Swedish craftsmanship to even more consumers across Australia," said Good Drinks Managing Director John Hoedemaker. "There are many shared qualities between our two organisations, such as our dedication to quality and innovation, which have contributed to Rekorderlig Cider becoming a global brand. The addition of Rekorderlig is in line with our strategy to focus on accelerating market share growth in Australia."

Rekorderlig is owned globally by Swedish-based company AB Åbro Bryggeri (ÅBRO). Its Managing Director and owner Henrik Dunge commented on the partnership, saying: "We are pleased to have found a strong business partner in Good Drinks Australia. With its national footprint and sales capability, we are confident that our brand is in good hands, and we are looking forward to working and growing together in Australia."

### Terms of Agreement:

Particulars: AB Åbro Bryggeri (ÅBRO) have appointed GDA as its exclusive distributor in all Australian States and Territories.



Term: 5-year term commencing 1 July 2024 to 30 June 2029 which, subject to performance can be extended by at GDA's election by a further 2 years.

Products: Rekorderlig Premium Strawberry & Lime Cider, Rekorderlig Wild Berries Cider

Est. Volume: 0.7 million Litres annually (Source: Circana MarketEdge Australia Liquor Weighted MAT To 31/03/24)

Currency: AUD denominated

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This announcement has been authorised by the Company Secretary.

Marcel Brandenburg  
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