

7 September 2015

**ASX Announcement****333D SIGNS MEMORANDUM OF UNDERSTANDING WITH  
AUSTRALIAN FOOTBALL LEAGUE (AFL)****HIGHLIGHTS**

- **Memorandum of Understanding signed with the Australian Football League (AFL)**
- **333D and AFL to collaboratively develop a complete 3d printing strategy**

The Directors of Oz Brewing Limited (ASX: OZB) are pleased to announce that 333D Pty Ltd ("**333**") have signed a Memorandum of Understanding ("**MoU**") with the Australian Football League ("**AFL**") to develop a complete strategy and implementation program for applying 3d printing to the AFL's many assets.

Understanding the potential of 3d printing on the future of merchandise and licencing programs of the AFL, 333 and the AFL, under the terms of the MoU, will collaborate and work cooperatively to develop a complete strategy and implementation program for the commercialisation of 3d printing in the context of the AFL's many unique assets.

The AFL is a world-class sporting organisation and is the 4<sup>th</sup> most attended sporting competition in the world with an average home and away game attendance of over 32,000. In addition to the almost 800,000 club members, there are many more hundreds of thousands of very passionate supporters whose emotional connection to their teams is profound and most often life long.

3d printing offers an incredible opportunity to launch new, novel and customisable merchandising opportunities that would not have previously been possible. "We are thrilled to enter this MoU and to partner with the AFL. We believe this to be the first agreement of its type in Australian sport and are excited by the opportunity this presents. Applying 3d printing technology to the area of merchandising will allow for the development of many exciting possibilities that were previously not possible" said 333 Managing Director Frank Pertile.

## **About 333D Pty Ltd**

Oz Brewing Limited has entered into a formal Share Sale Agreement to acquire 333D Pty Ltd, replacing the Heads of Agreement signed on 15 January 2015 (see ASX announcement dated 30 July 2015). 333D has been established with a clear strategy to become Australia's leading integrated multi-platform 3D printing company. 333D 3d printers are entirely owned, designed and built in Victoria, Australia. 333D understands the enormous potential of this technology, and the extraordinary opportunity it has to re-engineer the way industries operate. This revolutionary technology enables the creation of products that could never have been made before, changing the entire dynamics of design and development. 333D believes that this technology will create new business and industry opportunities that previously didn't exist. We also understand that Australia is perfectly positioned to participate in this new manufacturing paradigm, and 333D intends to be the market leader and showcase Australia's skills and manufacturing excellence to the world. Further information please see: [www.333d.com.au](http://www.333d.com.au).