AUSTRALIAN VINTAGE LIMITED



Notice of Annual General Meeting

Notice is given that the Annual General Meeting of Australian Vintage Limited ('Company') will be held in the Grand Lodge Room, Sydney Masonic Centre, 66 Goulburn Street, Sydney, on Tuesday, 17 November 2015 at 3:00pm Sydney time.

Ordinary business

A. Accounts

To consider and receive the Financial Report, the Directors' Report and the Auditor's Report of the Company for the year ended 30 June 2015.

Australian Vintage Limited 30 June 2015 Annual Report is now available at:

www.australianvintage.com.au/Investors

B. Election of Director

Resolution 1

To consider and if thought fit, pass the following resolution as an ordinary resolution:

"That John D Davies is elected as a non-executive director of the Company."

C. Election of Director

Resolution 2

To consider and if thought fit, pass the following resolution as an ordinary resolution:

"That Naseema Sparks is elected as a non-executive director of the Company."

D. Re-election of a Director

Resolution 3

To consider and, if thought fit, pass the following resolution as an ordinary resolution:

"That Richard H Davis is re-elected as a non-executive director of the Company."

E. Adoption of Remuneration Report

Resolution 4

To consider and, if thought fit, pass the following resolution as an ordinary resolution:

"That the Remuneration Report of the Company for the year ended 30 June 2015 be adopted."

Note:

The vote on this item is advisory only and does not bind the Directors or the Company. Shareholders should note that as a result of amendments to the *Corporations Act 2001* (as amended), the result of the vote on this item may affect how next year's Annual General Meeting is run.

Voting Exclusion Statement (Corporations Act 2001 (as amended)):

The Company will not accept any votes cast on this item by or on behalf of a person who is disclosed in the Remuneration Report as one of the key management personnel of the Company (including the directors), or a closely related party of that person (as these persons are not entitled to vote on the resolution in their own capacity). However, such a person may cast a vote on this resolution if they do so as a proxy for a person who is entitled to vote, in accordance with a direction on the proxy form.

If you have appointed the Chairman of the meeting as your proxy and you do not mark either "For", "Against" or "Abstain" on the proxy form, you expressly authorise the Chairman to exercise any proxies held by him. The Chairman intends to vote any undirected proxies in favour of Resolution 4 (Remuneration Report).











Special Business

F. Approval of the AVG Performance Rights and Options Plan

Resolution 5

To consider and, if thought fit, to pass the following ordinary resolution:

"That approval is given as required by the Corporations Act 2001 and the Australian Stock Exchange ('ASX') Listing Rules ('LR') for:

- (1) The continuation of the AVG Performance Rights and Option Plan ('Plan') providing incentives to eligible Company employees ('Participants');
- (2) The grant of performance rights or options, and the subsequent issue or transfer of ordinary Company shares, to Participants under the Plan; and
- (3) The provision of benefits to Participants under the Plan as described in the Explanatory Statement accompanying this Notice of Meeting."

G. Grant of Options to the CEO and Executive Director, Neil McGuigan

Resolution 6

To consider and, if thought fit, to pass the following ordinary resolution:

"That approval is given as required by the Corporations Act 2001 and ASX Listing Rules for:

- (i) The grant of 2,000,000 Options under the Plan to the CEO and Executive Director, Neil McGuigan, in accordance with the terms of the 2015 LTI Award as described in the Explanatory Statement accompanying this Notice of Meeting; and
- (ii) The pro-rata vesting of the Options under the Plan granted to Neil McGuigan in the event of cessation of his employment as described in the Explanatory Statement accompanying this Notice of Meeting."

Notes

Entitlement to Attend and Vote

For the purposes of the meeting, those shareholders who are registered members as at the close of business (7:00pm Sydney time) on 13 November 2015 will be voting members for the meeting. Accordingly, transactions registered after that time will be disregarded in determining shareholders entitled to attend and vote at the meeting.

Voting Exclusion Statements

The Company will disregard any votes cast on **Resolution 5** by Neil McGuigan (being the only director eligible to participate in the Plan) and his associates.

The Company will disregard any votes cast on **Resolution 6** by a Director of the Company entitled to participate in the Plan and, if under rule 10.14.3 of the ASX Rules the ASX requires approval for participating in the Plan by anyone else, that person and an associate of those persons.

The Company will disregard any votes cast on **Resolution 6** by Neil McGuigan (being the only director eligible to participate in the Plan) and his associates.

The Company need not disregard a vote on Resolutions 5 – 6 if:

- · it is cast by a person as proxy for a person who is entitled to vote, in accordance with the directions on the proxy form; or
- it is cast by the person chairing the meeting as proxy for a person who is entitled to vote, in accordance with a direction on the
 proxy form to vote as the proxy decides.

A vote on Resolutions 5 and 6 must not be cast as a proxy by or on behalf of any of the following persons:

- (i) a member of the Key Management Personnel, details of whose remuneration are included in the Remuneration Report; or
- (ii) a Closely Related Party of such a member.

However, a person described above may cast a vote on **Resolutions 5 and 6** as a proxy if the vote is not cast on behalf of a person described above and either:

- (i) the person is appointed as a proxy by writing that specifies the way the proxy is to vote on the resolution; or
- (ii) the person is the chair of the meeting and the appointment of the chair as proxy:
 - · does not specify the way the proxy is to vote on the resolution; and
 - expressly authorises the chair to exercise the proxy even if the resolution is connected directly or indirectly with the remuneration of a member of the Key Management Personnel for the Company.

Notes (continued)

Appointment of Proxies

A member entitled to attend and vote at the above meeting is entitled to appoint a person as its proxy to attend and vote for the member at the meeting. An appointed proxy need not be a member of the Company and may be an individual or a body corporate.

A proxy appointed to attend and vote for a member has the same rights as the member to speak at the meeting and to join in a demand for a poll. An appointment may specify the number or proportion of the member's votes that the proxy is to exercise.

If you are entitled to cast two or more votes on a resolution at the meeting, you may appoint two separate proxies to vote on your behalf. Where two proxies are appointed, you may specify the number or proportion of votes that each may exercise, failing which each may exercise half of your votes. Fractions of votes will be disregarded.

A proxy form has been included with this Notice of Meeting. Further instructions on proxy voting are located on the back of the proxy form. If you wish to appoint a second proxy, please contact the Company's Share Registry, Computershare Investor Services Pty Limited, to acquire a second form. Contact details are located on the proxy form accompanying this notice.

The Proxy Form must be sent and received in accordance with Note 4 below.

Power of Attorney

If a shareholder has appointed an attorney to attend and vote at the meeting (or if a proxy form is signed by an attorney), the power of attorney, or a certified copy of the power of attorney, must be sent and received in accordance with Note 4 below.

Proxy Form and Power of Attorney Delivery

To be effective, either the original or a facsimile transmission of the proxy and any power of attorney, or a certified copy of the power of attorney, (if any) under which the proxy is signed must be received at the Company's Share Registry, Computershare Investor Services Ptv Limited, in the envelope provided (if mailing within Australia) or at GPO Box 242, Melbourne VIC 3000 (facsimile 1800 783 447 (within Australia) +61 3 9473 2555 (outside Australia)), no later than 3:00pm Sydney time on Sunday, 15 November 2015.

Online voting - You can submit your proxy appointment online by visiting www.investorvote.com.au. To use the online facility you will need your Securityholder Reference Number (SRN) or Holder Identification Number (HIN) and postcode as shown on your proxy form. You will be taken to have signed the proxy form if you lodge it in accordance with the instructions on the website.

Custodian voting - For Intermediary Online subscribers only (custodians) please visit www.intermediaryonline.com to submit your voting intentions.

Corporate Representatives

If a corporate representative is to attend the meeting on behalf of a corporate member, a formal notice of appointment must be brought to the meeting. A copy of a valid form of appointment can be obtained from the Company's Share Registry or from www.computershare.com.au.

Questions and Comments by Members

Questions regarding Company management and the Remuneration Report

In accordance with the Corporations Act 2001 (as amended), the chairperson of the meeting will allow a reasonable opportunity for members – as a whole – at the meeting to ask questions about, or make comments on, the management of the Company and the Remuneration Report.

Questions regarding the Company's audit and accounting policies

The chairperson will allow a reasonable opportunity for members at the meeting to ask questions of a representative of the Company's Auditor, Deloitte Touche Tohmatsu, relevant to the conduct of the audit, the preparation and content of the Auditor's Report, the accounting policies adopted by the Company in relation to the preparation of the Financial Statements and the independence of the Auditor in relation to the conduct of the audit.

Pursuant to the Corporations Act 2001 (as amended), members may submit written questions to the Company's Auditor relevant to the content of the Auditor's Report to be considered at the Annual General Meeting or the conduct of the audit of the Financial Report to be considered at the Annual General Meeting.

Questions for the Company's Auditor must be given to the Company no later than Tuesday, 10 November 2015. The Company may examine the contents, and make a copy, of any question so submitted. A list of relevant written questions prepared for the Company's Auditor will be made available to members attending the Annual General Meeting before the start of the meeting.

Notes (continued)

The chairperson of the Annual General Meeting will allow a reasonable opportunity at the meeting for a representative of the Company's Auditor to answer any written questions submitted in accordance with the above procedure. If the Company's Auditor has prepared written answers to written questions, the chairperson may allow these to be tabled at the meeting and such written answers will be made available to members as soon as practicable after the meeting.

Please send any written questions for the Company's Auditor to the Company at its registered office at 275 Sir Donald Bradman Drive, Cowandilla SA 5033 or by facsimile on (08) 8172 8399 by no later than 5:00pm Sydney time on Tuesday, 10 November 2015.

Dated: 1st October 2015

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Michael Noack Company Secretary By Order of the Board

Explanatory Notes on Items of Business

ORDINARY BUSINESS

Resolution 1:

Election of John D Davies

John D Davies was appointed as a non-executive director of the Company by the Board on 28 January 2015 pursuant to Rule 87.1 of the Company's Constitution. The Board has appointed Mr. Davies as a non-executive director of the Company. In accordance with Rule 87.2 of the Company's Constitution, Mr. Davies retires and offers himself for re-election at this the first Annual General Meeting since his appointment.

Mr. Davies offers the Board both industry and financial experience. He is a Fellow of the Institute of Chartered Accountants and has had a 36 year career with Ernst & Young. He was elected to Ernst & Young's Asia Pacific Board of Partners for a six year period until his retirement from the firm in 2011. During his career, he provided professional services to many of Australia's leading wine companies. Mr. Davies also owns a commercial vineyard in central Victoria.

Resolution 2:

Election of Naseema Sparks

Naseema Sparks was appointed as a non-executive director of the Company by the Board on 28 January 2015 pursuant to Rule 87.1 of the Company's Constitution. The Board has appointed Ms. Sparks as a non-executive director of the Company. In accordance with Rule 87.2 of the Company's Constitution, Ms. Sparks retires and offers herself for re-election at this the first Annual General Meeting since her appointment.

Ms. Sparks offers the Board a wealth of experience in marketing and digital media, reflecting her successful executive career at M&C Saatchi, one of Australia's largest and most successful advertising businesses, and more recently as Chairperson of Deals Direct Group. Ms. Sparks holds post graduate market research and planning qualifications and an MBA from Melbourne Business School.

Resolution 3:

Re-election of Richard H Davis

Richard H Davis retires in accordance with the rotation procedure in Rule 89 of the Company's Constitution and, being eligible, offers himself for re-election.

Mr. Davis has been a non-executive director of the Company since 2009 and currently holds the position of Chairman of Australian Vintage Limited.

Mr. Davis held the position Chief Executive Officer and Company Director of InvoCare Limited where he spent almost 20 years growing and managing the business. Mr. Davis holds a Bachelor of Economics and has a background in venture capital and as an accounting partner for a leading national accounting firm.

Resolution 4:

Adoption of Remuneration Report

The Remuneration Report for the year ended 30 June 2015 is contained within the Directors Report of the Company for the financial year ended 30 June 2015.

Pursuant to section 250R(2) of the Corporations Act 2001 (as amended), a resolution that the Remuneration Report be adopted will be put to vote at the Company's Annual General Meeting. The vote on the proposed resolution is advisory only and does not bind the directors or the Company.

The chairperson of the Annual General Meeting will allow a reasonable opportunity for members to ask questions about, or make comments on, the Remuneration Report.

SPECIAL BUSINESS

Resolution 5:

Approval of the AVG Performance Rights and Option Plan

Shareholder approval of the AVG Performance Rights and Option Plan ('Plan') is sought under the Corporations Act 2001 and the ASX Listing Rules ('LR').

The aim of the Plan is to align long term incentives for senior executives with the delivery of key performance measures and to align them with Company and Shareholder objectives.

The Plan allows the grant of either performance rights ('Performance Rights') or options ('Options') to participants ('Participants'). A Performance Right is a right to acquire a Share (being a 'Plan Share'), subject to the satisfaction of conditions outlined in the invitation. An Option is a right to acquire a Plan Share subject to the satisfaction of conditions, and payment of the exercise price outlined in the invitation.

The Plan was first approved by Shareholders at the Company's 2012 Annual General Meeting.

The Plan operates in tandem with the AVG Employee Share Scheme Trust ('Trust') established to manage the issue of Performance Rights and Options under the Plan, and the subsequent issue of Plan Shares. A grant of Plan Shares under the Plan is subject to both the rules of the Plan ('Plan Rules') and the terms of the trust deed ('Trust Deed').

To date and in the future, it is proposed that grants of Performance Rights or Options under the Plan will be made annually, following announcement of the Company's full-year financial results. The Board will have discretion to make grants at other times. The Plan Rules provide the Board with flexibility in relation to annual offers. Any future issues under the Plan to a director will only be made if shareholder approval is received.

Requirements for approval

ASX LR 7.1 limits the number of equity securities the Company may issue without Shareholder approval to 15% of each class of securities within any 12 month period.

Exception 9 of ASX LR 7.2 provides that the 15% restriction in ASX LR 7.1 will not apply to an issue of Performance Rights, Options or Plan Shares issued on exercise of vested Performance Rights or Options under the Plan where the issue of securities under the Plan has been approved by a resolution of Shareholders made during the previous three years.

Shareholder approval for future issues of Plan Shares under the Plan is sought for the purposes of Exception 9 of ASX LR 7.2 so that any Shares issued under the Plan are excluded from the calculation of the maximum number of new securities that can be issued under ASX LR 7.1, thus giving the Board flexibility to issue Plan Shares over the next three years.

A copy of the Plan Rules or the Trust Deed may be requested from the Company Secretary.

The following is a summary of the Plan Rules:

- Participation is by invitation only to eligible employees invited by the Board to apply.
- The Plan provides Participants with an increased incentive to make a contribution to the long term sustainable performance of the Company. The grant of Performance Rights or Options to Participants entitles them to be granted an equivalent number of Shares upon vesting, and in the case of Options, payment of the exercise price.
- Participants do not pay any consideration to acquire Performance Rights or Options.
- Participants do not pay any consideration for Performance Rights becoming Plan Shares. Participants must pay the exercise price for Options becoming Plan Shares.
- Vesting of Performance Rights or Options is subject to vesting conditions (including service and performance conditions) determined by the Board.

- Plan Shares will rank pari passu with all existing Shares from the date of allocation and will be entitled to any dividends or other distributions which have a record date for determining entitlements after the date of issue.
- The maximum number of Performance Rights and Options which may be granted under the Plan issued in reliance of Class
 Order 14/1000 must not exceed 5% of the total issued capital of the Company at the time of the grant of the Performance Rights
 (assuming all Performance Rights and Options are exercised and when aggregated with any shares issued in the last three years
 under any other employee share scheme operated by the Company).
- 2,539,914 securities have been issued under the Plan since the date of last approval.
- 2,539,914 Performance Rights are outstanding under the Plan, at the date of this notice.

Director's recommendation

The Board unanimously recommends that Shareholders vote in favour of the approval of the AVG Performance Rights and Option Plan.

Resolution 6:

Approval of the Long Term Incentive (LTI) Invitation grant of Options to Neil McGuigan ('the McGuigan Options')

Resolution 6 seeks Shareholder approval for the granting of 2,000,000 Options to the CEO and Executive Director, Neil McGuigan, under the Plan subject to the terms and conditions of the 2015 LTI Award.

Shareholder approval is also being sought for the pro-rata vesting of the McGuigan Options in certain circumstances and in the event that Mr. McGuigan ceases employment with the Company.

Mr. McGuigan is the only Director eligible to participate in the Plan.

Why Shareholder approval is being sought

ASX LR 10.14 states that a listed company must not permit a Director to acquire securities under an employee incentive scheme without Shareholder approval given by ordinary resolution. The purpose of Resolution 5(i) is to obtain Shareholder approval for the proposed grant of the McGuigan Options, pursuant to the Plan and the 2015 LTI Award terms and conditions.

In addition, the Company seeks Shareholder approval pursuant to section 200E of the *Corporations Act 2001* for the pro-rata vesting of the McGuigan Options in limited circumstances and in the event that Mr. McGuigan ceases to be employed by the Company, as specified in the terms of the 2015 LTI Award. These circumstances include redundancy, death or permanent disability.

Under sections 200B of the *Corporations Act 2001*, a Company may only give a person a benefit in connection with their ceasing to hold a managerial or executive office in the Company if it is approved by Shareholders under section 200E of the *Corporations Act 2001* or an exemption applies. The term 'benefit' may include the pro-rata vesting of Options in the limited circumstances outlined above where Mr. McGuigan ceases to be employed by the Company. This pro-rata vesting of the McGuigan Options, in these circumstances, may amount to the giving of a termination benefit requiring Shareholder approval, and as such, approval is sought for this purpose.

The number of Options that may vest on cessation of Mr. McGuigan's employment can be calculated as follows:

(Date of Grant – Date of termination) (in days)

(Date of Grant – Intended Vesting Date) (in days)

x No. of Options held on cessation

The value of the Options may be affected by:

- the market price of Company Shares at the time the employment ceases;
- the exercise price applicable to the Options;
- the performance against the performance hurdles at the time the employment ceases;
- · the part of the service period has elapsed at the time the employment ceases; and
- · the number of Options that lapse on cessation of employment.

Long term incentive arrangements and the grant of Options to Mr. McGuigan

Mr. McGuigan's performance has been reviewed by the Company's Remuneration Committee in accordance with the Company's Remuneration Policy. The outcome of that review was that the Company should issue the McGuigan Options, pursuant to the Plan and the 2015 LTI Award subject to Shareholder approval being sought and obtained in accordance with ASX LR 10.14, for the grant of the McGuigan Options to Mr. McGuigan.

The remuneration arrangements for Mr. McGuigan are based on the Company's Total Remuneration Plan ('TRP') framework which seeks to provide fair and appropriate rewards, comprised of fixed and 'at risk' elements, designed to attract, retain and motivate employees. The issue of the McGuigan Options under the 2015 LTI Award comprises a substantial component of the 'at risk' component of Mr. McGuigan's TRP.

The Company's Remuneration Committee has concluded that the remuneration package for Mr. McGuigan (including the proposed McGuigan Options) is reasonable and appropriate having regard to the circumstances of the Company and Mr. McGuigan's duties and responsibilities. For full details of Mr. McGuigan's other remuneration entitlements please refer to the 2015 Annual Report.

Maximum number of Options to be issued to Mr. McGuigan

If Shareholder approval is granted, the maximum number of Options that may be granted to Mr. McGuigan is 2,000,000 and was determined based on the intended LTI opportunity calculated using a conventional binomial option pricing model. See input variables used below:

Price of McGuigan Options

The McGuigan Options will be granted at no cost to Mr. McGuigan. Once the performance hurdles are met (or waived), the McGuigan Options will be exercisable at the applicable Exercise Price.

The Exercise Price for the McGuigan Options has yet to be determined but will be calculated as the five day Volume Weighted Average Price (VWAP) for AVG shares for the five trading days up to and including 2 November 2015.

Importantly, no value will be received by Mr. McGuigan if the McGuigan Options lapse prior to the vesting date, or if the market value of AVG shares fails to exceed the Exercise Price.

Number of equity incentives issued under the Plan, persons entitled to participate in the Plan, the date that the Company will grant these equity securities and loans

The Plan currently has 2,539,914 unvested Performance Rights held by nine senior executives (including Mr. McGuigan). It is unlikely that any of these unvested Performance Rights will vest. It is intended that only senior executives and executive directors be eligible to participate in the Plan.

Subject to shareholder approval, it is anticipated that the McGuigan Options will be granted to Mr. McGuigan shortly after the AGM to coincide with the issue of long term incentive grants to other Company executives. Irrespective of these intentions, Option grants approved by Shareholders under this resolution will be issued within 12 months of the date of this Meeting.

No loan will be provided by the Company in relation to the grant or exercise of the McGuigan Options.

Conditions and Important Dates

The Vesting Dates for the McGuigan Options will be as follows:

- Tranche 1 (20% of grant 400,000 Options): 1 July 2019;
- Tranche 2 (40% of grant 800,000 Options): 31 August 2018;
- Tranche 3 (40% of grant 800,000 Options): 31 August 2018.

All Options will lapse 1 November 2020, if not lapsed or forfeited earlier.

Vesting Conditions

The number of Options which will vest in accordance with the Plan Rules and the invitation is dependent on and subject to the 2015 LTI Award Service and Performance Vesting Conditions as follows:

Tranche 1: Service Condition and Performance Condition

In order for the 400,000 Options of this Tranche to vest, Mr. McGuigan need only satisfy the Service Condition for this Tranche, being continuous employment with the Company from the Grant Date to 1 July 2019: there are no Performance Conditions.

Tranche 2: Service Condition and Performance Condition

Internal Measure: EPS (Earnings per Share) Target

In addition to meeting the Service Condition for this Tranche (continuous employment with the Company from the Grant Date to 31 August 2018), the 800,000 Options of this Tranche will vest if the Company's Earnings Per Share (EPS) achieves the following Compound Annual Growth Rate (CAGR) for the three financial years 2016 to 2018 inclusive:

AVG EPS CAGR	% of Tranche 2 Options to vest
Less than 7.5% per annum	None
At least 7.5% per annum	25%
Between 7.5% and 15% per annum	Interpolated vesting on a straight line basis between 7.5% and 15%.
At least 15% per annum	100%

Calculation of CAGR shall be based on the cumulative EPS results for the three financial years 2016 to 2018 inclusive using the EPS results for the 2015 financial year as the base year. EPS is defined as Basic EPS released in the Company's audited financial statements.

Tranche 3: Service Condition and Performance Condition

External Measure: TSR (Total Shareholder Return) Target

In addition to meeting the Service Condition for this Tranche (continuous employment with the Company from the Grant Date to 31 August 2018), the 800,000 Options of this Tranche will vest if the Company's Total Shareholder Return (TSR) achieves the following Compound Annual Growth Rate (CAGR) over the period 1 July 2015 to 30 June 2018:

AVG TSR CAGR	% of Tranche 3 Options to vest
Less than 10% per annum	None
At least 10% per annum	25%
Between 10% and 15% per annum	Interpolated vesting on a straight line basis between 10% and 15%.
At least 15% per annum	100%

Any Options which fail to meet the relevant Vesting Conditions before the relevant Vesting Date shall immediately lapse: there will be no re-testing.

Other Conditions

Change of control: On a takeover or change in control of the Company any unvested Options will vest on a pro-rata basis based on the most current financial reports available at the time the change of control occurs (unless otherwise determined by the Board). The pro-rata period will be calculated from the Option grant date to the change of control date. If Mr. McGuigan remains employed with the Company after a change of control has occurred, and assuming the Company remains listed, any unvested rights will remain available for vesting at the original vesting dates.

Termination of employment: If Mr. McGuigan ceases employment before the vesting conditions are vested the Options will automatically lapse (unless the Board determines otherwise).

Other Information

- The Company will not apply to the ASX for official quotation of the Options granted under the Plan.
- · Shares issued pursuant to the vesting of Options will rank equally with Shares then on issue.
- There is no loan scheme in relation to the Options or the Plan.
- Any dealing in Shares is subject to the constraints of Australian insider trading laws and the Company's Share Trading Policy.
 Participants are specifically prohibited from hedging their Company share price exposure in respect of their Options during the vesting period.
- If, in the Board's opinion, Mr. McGuigan has acted fraudulently or dishonestly or is in breach of his material obligations to the Company, the Board may determine that any or all of this Options which have not yet vested, lapse.
- Details of the Options granted to Mr. McGuigan will be provided in the Remuneration Report for the years ended 30 June 2016, 2017, 2018 and 2019.

Director's recommendation

The Board, other than Neil McGuigan, consider the grant of Options to Neil McGuigan to be appropriate in all circumstances and unanimously recommends that Shareholders vote in favour of the grant of Options to Neil McGuigan.











