



29 OCTOBER 2021

**ASX Announcement**

**BROO LIMITED**  
**(ASX: BEE)**

**Market Update FY22 Q1 Activity**



BROO Limited ACN 060 793 099

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# HIGHLIGHTS



**Case  
Sales**



**Broo  
Stockists**

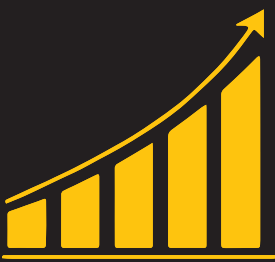
**ALM launch growth  
acceleration  
program**



# BROO RETAIL

## ↑ Case sales

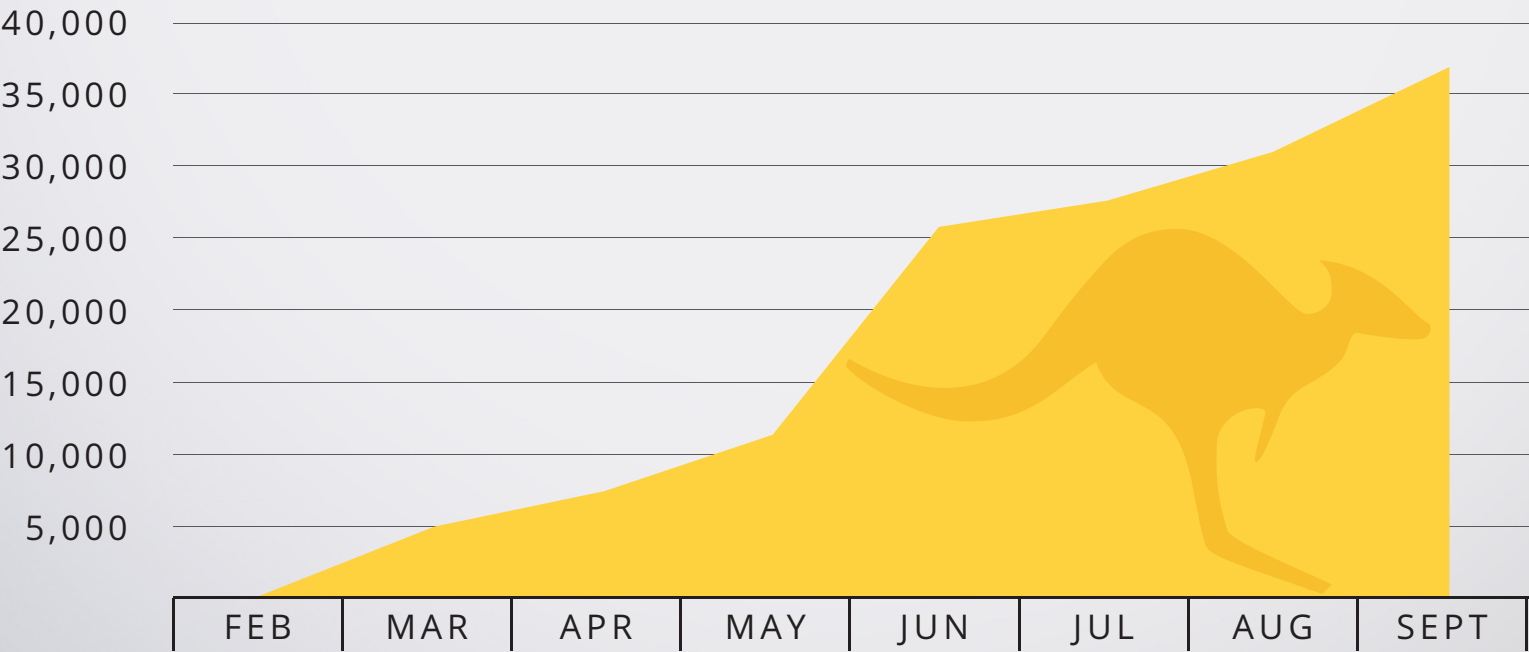
The collaboration focus with the ALM Owned and Exclusive Brands team remains on rapid expansion leading to increased sales and Broo stockists within the ALM and IBA network.



**ALM PROVEN  
SALES RESULTS -  
UNPRECEDENTED  
SALES IN ALM  
NETWORK**



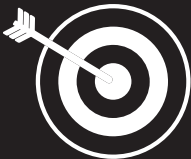
CASES SOLD FEB-SEPT 2021



# BROO RETAIL

## ↑ Broo stockists

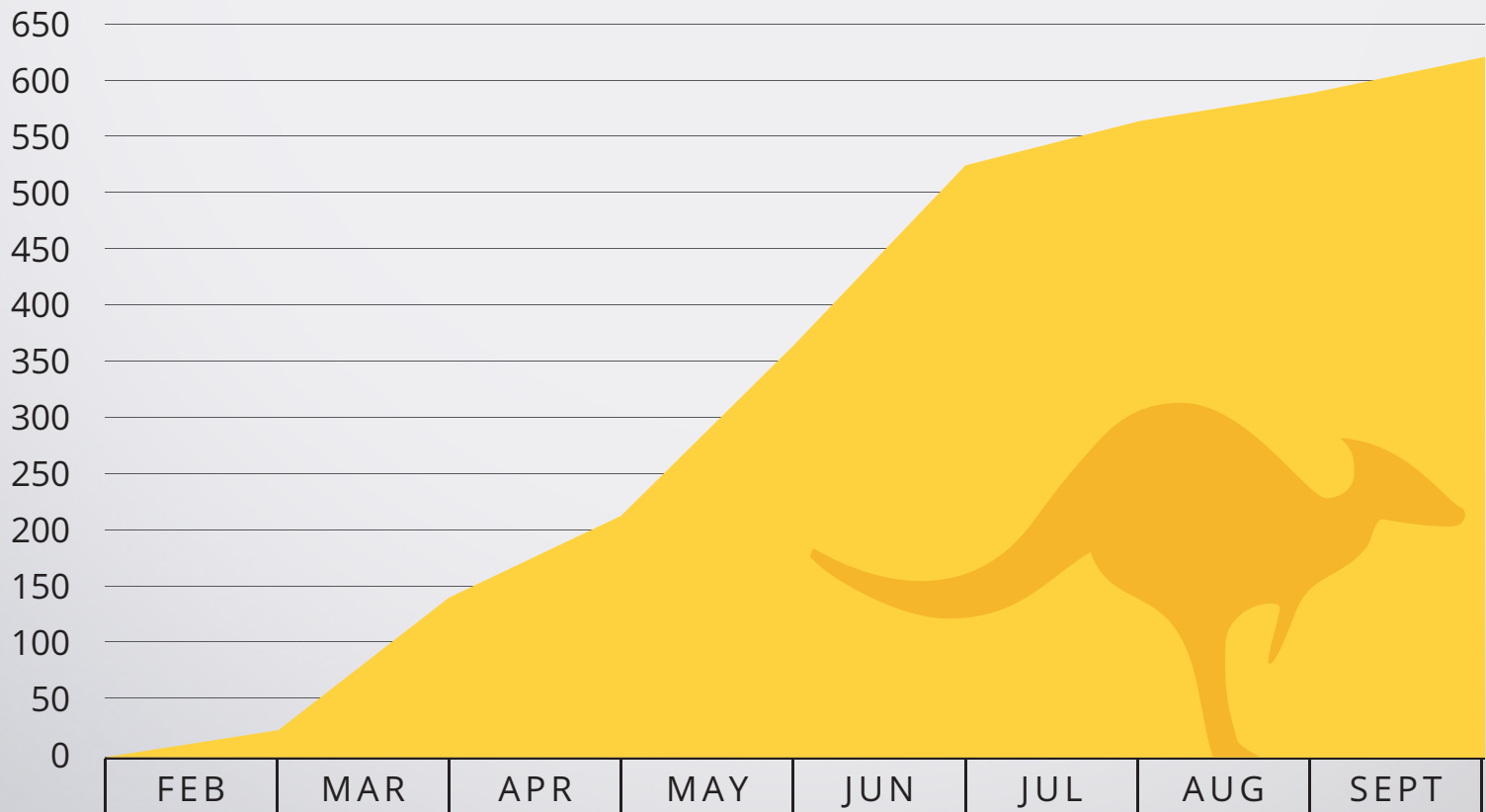
The company will continue the expansion model for packaged beer as we increase distribution further into other States and Territories.



**12 MONTH  
TARGET -  
80% OF ALM  
NETWORK**



STORES STOCKING BROO FEB-SEPT 2021







# ALM

Broo Premium Lager remains **LEADER** in ALM Owned and Exclusive Brand Portfolio.

## Growth acceleration program

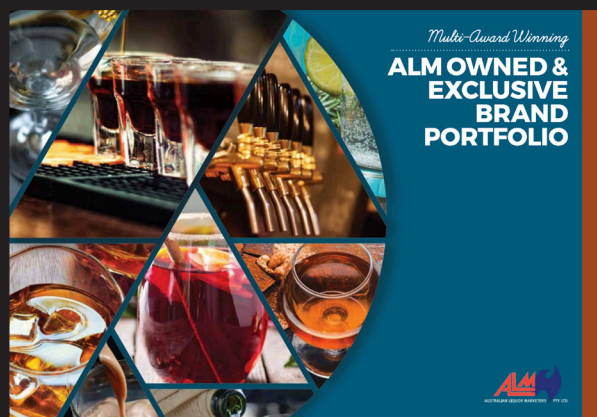
Broo has been working with the Independent Beverages Partners team (IBP), on an accelerated growth initiative to realise 80% store availability across the ALM network. This new initiative commences in the current quarter, November 1, 2021.

The team's commitment and support

to accelerate the brands growth nationally will be executed via a multi-faceted engagement program across the entire Independent Network.

ALM is the largest supplier of liquor to independently owned liquor retailers in Australia and the largest broad range liquor wholesaler in Australia.

ALM supplies over 12,000 liquor customers including approximately 2,700 stores within the Independent Brands Australia (IBA) network. National brands include Cellarbrations, The Bottle-O, IGA Liquor, Duncans, Thirsty Camel, Big Bargain and Porters Liquor.



# MARKET SEGMENT

## 4.3Bn Industry Revenue

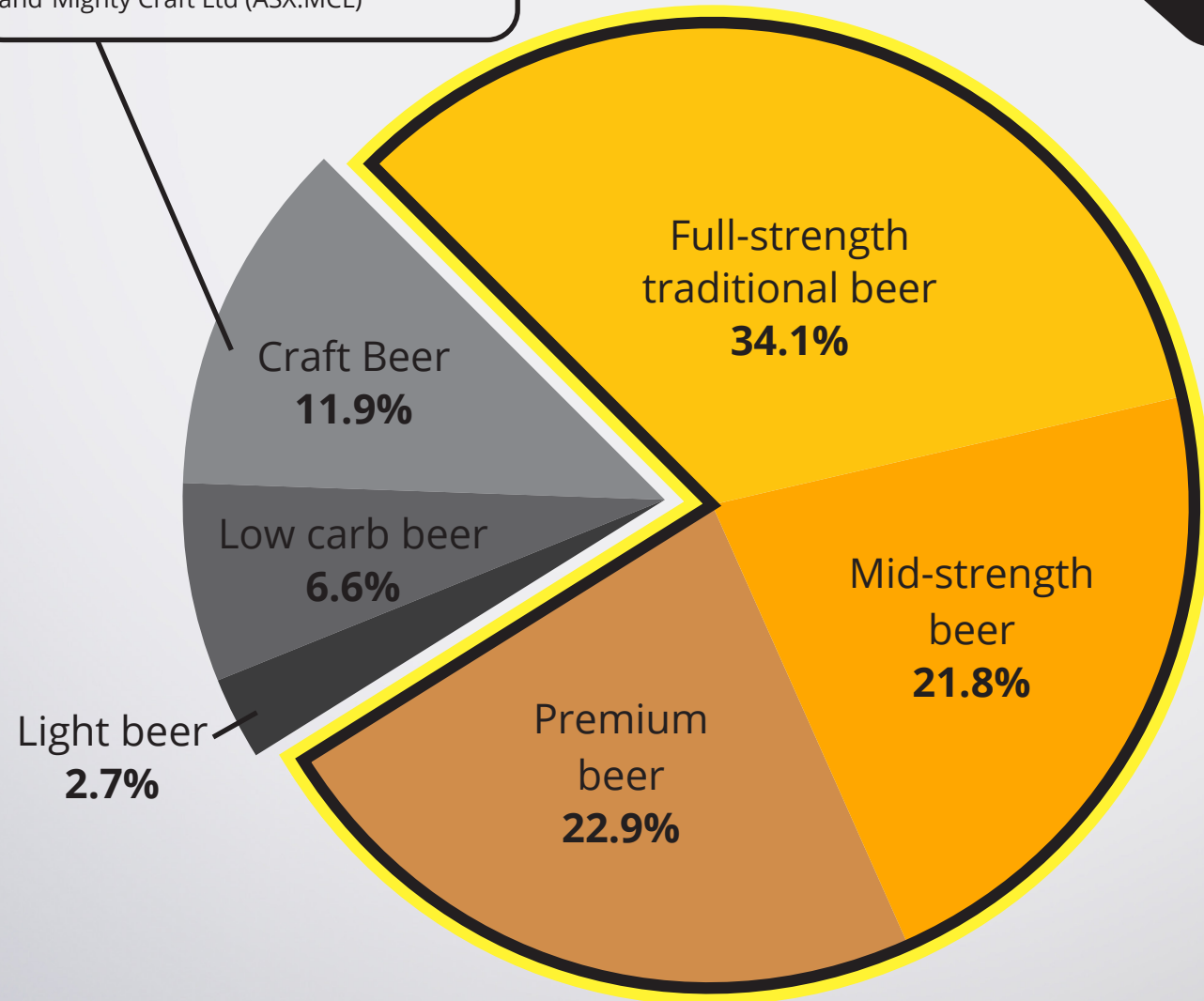
The **full-strength traditional beer** represents the largest share of industry revenue.

The **mid-strength segment** has been one of the fastest growing industry segments over the past five years.

Source; IBISWorld AU INDUSTRY (ANZIC)  
REPORT C1212 February 2021

**740 Craft Breweries compete for 11.9% Craft Segment.**

These Breweries include ASX listed "Good Drinks Australia (ASX:GDA)" and "Mighty Craft Ltd (ASX:MCL)"



**Broo Market Segment**

**78.8% / 3.38Bn = Large Scale Opportunity**



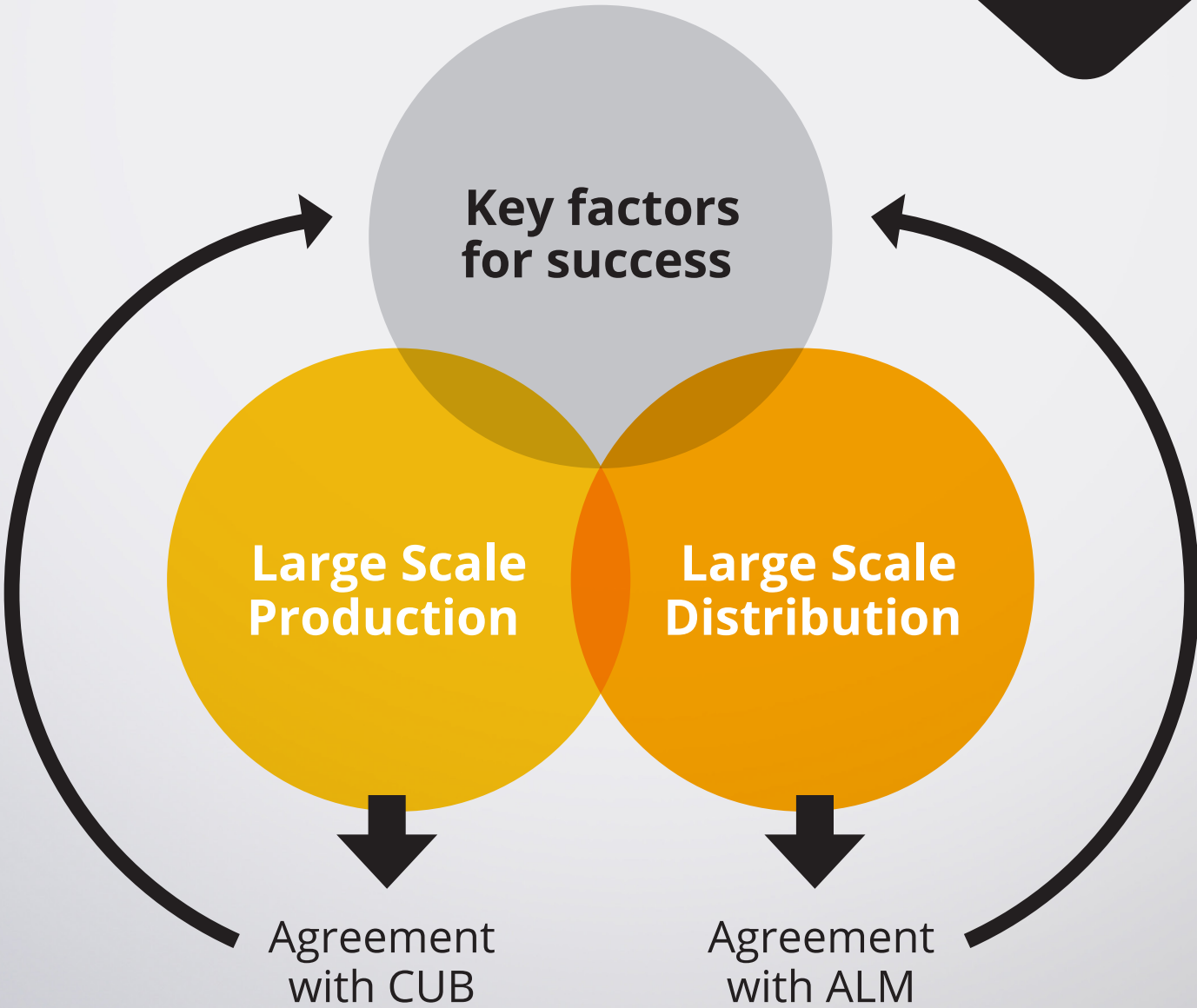
# TWO KEY FACTORS FOR SUCCESS:

## Large Scale Production & Large Scale Distribution

Broo has formalised agreements in place with;

CUB, Australia's largest beer producer, and

ALM, Australia's largest broad range liquor wholesaler.



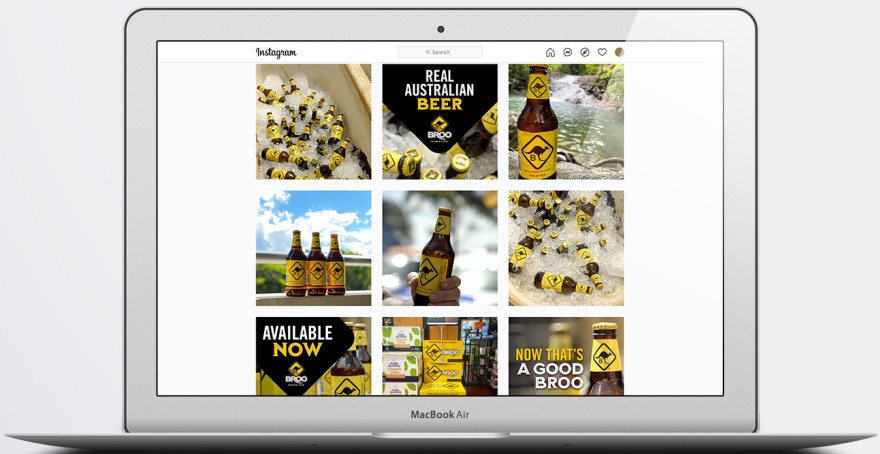


# MARKETING

The Company has continued to expand on marketing Point of Sale (POS) for in store activation for Off Premise retail. In addition, a new range of POS has been created specifically for the On-Premise release.

Broos' first TVC has been extremely successful appealing to our key target audience and continues to air in specifically targeted regions. Broo will continue advertising campaigns across various platforms including Radio and social media.

The co-operation with the ALM Owned & Exclusive Brands team and the companies marketing strategies including in store activations and Trade Shows will continue to build momentum with increased consumer and trade awareness of the product.





## Summary of expenditure

**The Company confirms it incurred the following expenses associated with operating activities during the quarter:**

- (a) product manufacturing and operating costs: \$688,000
- (b) advertising and marketing: \$328,000
- (c) staff costs: \$77,000
- (d) administration and corporate costs: \$230,000
- (e) finance costs: \$138,000

Corporate and administration costs include fees to directors. During the quarter \$129,000 was paid to the CEO. No payments were made to non-executive directors during the quarter.

**The announcement is authorised for release by the Board of Directors of Broo Limited.**

### **Justyn Stedwell Company Secretary**

On behalf of the Board of Directors Broo Ltd

### **Further Information**

For further information, please contact the Company on + 61 (3) 5984 2222.

### **About Broo Ltd**

Broo Ltd is a unique Australian beer company that distinguishes itself from competitors through strong brands, company ethos, unique marketing platform and quality beer products. The Company is primarily focused on the production, marketing and sale of two beer products, Broo Premium Lager and Australia Draught.



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