



BROO Limited

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25 February 2021

ASX Announcement

Broo enters into Exclusive Distribution Agreement with ALM

Broo Limited (ASX: BEE) ("**Broo**" or "**Company**") is pleased to advise that it has entered into a distribution agreement with Australian Liquor Marketers Pty Ltd ("**ALM**") to distribute Broo premium lager beer products for the retail and on-premise markets throughout Australia ("**ALM Agreement**"). The distribution agreement is an exclusive agreement with Owned & Exclusive Brands of ALM.

As announced on 29 January 2021, Broo has been working collaboratively with ALM to accelerate the growth of the Company's beer products. ALM is working with Broo to distribute products across its retail and on-premise market, and as part of this the Company has launched a joint sales campaign with ALM across its extended network in Queensland.

The Company has had distribution arrangements with ALM since 2018, these arrangements were on a non-exclusive basis. The Company currently has no other exclusive distribution agreements in place.

Background to ALM

ALM is the largest supplier of liquor to independently owned liquor retailers in Australia and the largest broad range liquor wholesaler in Australia. In addition to supplying liquor stores, ALM incorporates a specialist on-premise liquor division that supports bars, clubs, restaurants, and hotels. It also provides a similar supply service in New Zealand via the Tasman Liquor Company. ALM's Independent Brands Australia (IBA) network has approximately 2,700 stores and includes a stable of strong national brands, including Cellarbrations, The Bottle-O, IGA Liquor, Duncans, Thirsty Camel, Big Bargain and Porters Liquor.

Key Terms of ALM Agreement

The key terms of the ALM Agreement are as follows:

1. Under the ALM Agreement, Broo has granted the exclusive rights to ALM to distribute and promote Broo premium lager beer products for retail and on-premise markets within Australia during the Term.
2. The ALM Agreement commences 24 February 2020 and will continue for an initial term period of 6 months ("**Term**").
3. There is scope for the parties to extend the agreement for a further term of 12 months by mutual agreement.
4. Pricing will be based on Broo's standard wholesale pricing list from time to time.

There are no other material terms to the agreement.



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Broo's CEO Mr. Kent Grogan commented:

"We are delighted to join forces with ALM. Together, we are well positioned to offer customers a point of difference with ALM's exclusive-to-indies approach, along with our unapologetic packaging to drive further brand awareness and category growth."

Authorised by Kent Grogan.

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.