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**GDA**

## ASX ANNOUNCEMENT

5 September 2024

### GOOD DRINKS EXPANDS GAGE ROADS SURF TEAM

Good Drinks Australia Ltd ("**Good Drinks**" or "**the Company**") (ASX: **GDA**) is pleased to announce an expansion of partnerships with some of Australia's most talented surfers, Jacob Wilcox and Bronte Macauley.

These additions come after the inception of the Gage Roads surf team in 2023, which includes WA-grown Olympic Silver medalist and Good Drinks shareholder, Jack "Robbo" Robinson; and free surfers Brenden "Margo" Margieson, McKenzie "Mac" Bowden and Ellie "El" Brooks.

Hailing from Margaret River, Bronte Macauley's powerful and precise surfing is a force to be reckoned with and has been turning heads since she was a junior including charging the big reef breaks in WAs Northwest. 1<sup>st</sup> qualifying for the World Surfing League Championship tour in 2017 Bronte is one of the most respected competitive surfers in the world taking down some of the biggest names in women's surfing and continuing to push the boundaries in the sport.

Fellow South West raised Jacob Willcox's trademark style has also been shaped by the powerful waves of Margaret River and has taken him all the way to the World Surf League Championship Tour debuting in 2024. Dubbed an "absolute charger" by his fellow competitors, "Chippo" as he is affectionately known is now based on the Gold Coast in QLD where he trains closely with his shaper and other professional surfers on the tour.

The team of brand ambassadors represent GDA's flagship brand Gage Roads and as part of the agreement, Bronte, Brendan and Jacob have chosen to be issued performance rights in GDA which may vest into shares over time. Jack Robinson has also elected to receive the second component of his two year deal in performance shares.

The popularity of professional surfing has surged in recent years following the pandemic, fuelled by widespread media coverage and a growing appreciation for the athleticism and skill of the sport's top



athletes. Television ratings for WSL events have skyrocketed, with viewership reaching an all-time high of 120 million viewers globally in 2023, a remarkable 40% increase from the previous year.

This exposure, reach and the awareness it creates for our products in key states such as WA and QLD are significant drivers of growth for our flagship Gage Roads brand in those markets.

Good Drinks Executive Director - Strategy, Brand, Hospitality, Aaron Heary, says the surf team is an integral part of our marketing strategy in key markets.

"Surfing has shaped the Australian coastal culture for decades and it's been a major influence on the Gage Roads brand. We continue to invest in the sport through sponsorships of major surf events like the Whalebone Classic in Perth, Burleigh Single Fin on the Gold Coast, Byron Bay Surf Fest and Noosa Surf Fest. Bringing on influential surfers as ambassadors and owners in the company is an exciting step in growing the Gage Roads brand awareness in the community. I'm excited we'll be adding to the team with Jacob and Bronte coming on and taking shares in the business."

### **Terms and Appendix 3B**

As part of 1-year sponsorship agreements, The surfers will receive 116,342 performance rights in total. The rights will vest 12 months from date of issue and will expire 5 years from date of issue.

Jack Robinson will be issued 237,454 performance shares for the second term of his sponsorship in accordance with the terms of his sponsorship agreement (announced 9 January 2023).

An Appendix 3B in relation to the issue of the performance rights will be lodged following the issue of the performance rights.

-END-

This announcement has been authorised by the Company Secretary.

Marcel Brandenburg  
Company Secretary  
Good Drinks Australia Ltd

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