



Top Shelf International Holdings Ltd

Principal Place of Business:
16-18 National Boulevard
Campbellfield
Victoria
Australia 3061

4 July 2024

ASX ANNOUNCEMENT (ASX:TSI)

Top Shelf secures nationwide ranging with Endeavour Group for Act of Treason Australian Agave.

Top Shelf International Holdings Limited ("Top Shelf" or "the Company") is delighted to confirm it has secured ranging for Act of Treason Australian Agave with Endeavour Group via its Dan Murphy's and BWS banners.

Act of Treason will be stocked in all Dan Murphy's outlets nationwide from mid July. It will also be stocked in selected BWS stores aligned with consumer tequila/agave consumption.

The Endeavour ranging marks the Act of Treason's first major retail distribution agreement and complements the ongoing work to grow the brand's on premise (bars, clubs, hotels, cafes, etc) footprint in key strategic locations along the eastern seaboard in Sydney, Brisbane, Whitsundays and Melbourne.

This ranging confirmation comes after Act of Treason won gold medals at the three most prestigious international spirits competitions in May and was named the World's Best Speciality Spirit at the World Drinks Awards.

As well as gold at the World Drinks Awards, Act of Treason was awarded gold at the San Francisco World Spirits Competition and scored 95 points at the International Wine and Spirit Competition in London to complete a clean sweep at the year's most coveted global spirits competitions.

Top Shelf CEO, Trent Fraser, said:

"We have been overwhelmed by the response to Act of Treason since it was launched in January. This announcement, along with the recent gold medals in San Francisco and London, are significant milestones in our ambition to build an Australian Agave category led by Act of Treason.

"We are grateful for the opportunity to showcase Act of Treason in Dan Murphy's and BWS as our first retail partnership and look forward to working with the Endeavour team on a successful, ongoing relationship."

end

This announcement was approved by Top Shelf CEO, Trent Fraser, on behalf of the Board.

For more information (investors and media):

- visit our investor website <https://www.topshelfgroup.com.au/investors> or contact investor relations at info@topshelfgroup.com.au or on (03) 8317 9990; or
- contact Matt Slade on +61 409 916 474.

IMPORTANT INFORMATION

This announcement does not constitute financial product advice and does not take into account the investment objectives, financial situation or needs of any particular investor. Investors are encouraged to seek independent financial advice before making any investment decision.

About Top Shelf

Top Shelf International is a Melbourne based distiller and marketer of premium Australian spirits, with distinctive brands in NED Australian Whisky, Grainshaker Hand Made Australian Vodka and Act of Treason Australian Agave. The Company has a track record of success creating high quality, premium Australian products and brands; each in its own way encapsulating a distinctive Aussie attitude, social experience and flavour profile.

The Company has expertise in the development and production of distilled spirits, undertakes a significant level research and development and operates modern fermentation, distillation and packaging facilities in Campbellfield, Victoria.

The Company is creating Australia's first agave spirit range from its magnificent Agave farm and distillery operation in The Whitsundays region of Queensland. This location has been specifically chosen for its climatic suitability for growing *tequilana* blue agave. The farm is being developed using the most up-to-date and innovative agronomy and horticultural practices.

In addition to distilling and manufacturing its own portfolio of spirit brands, Top Shelf also provides canning, bottling and packaging services at its Campbellfield production site in Victoria.