



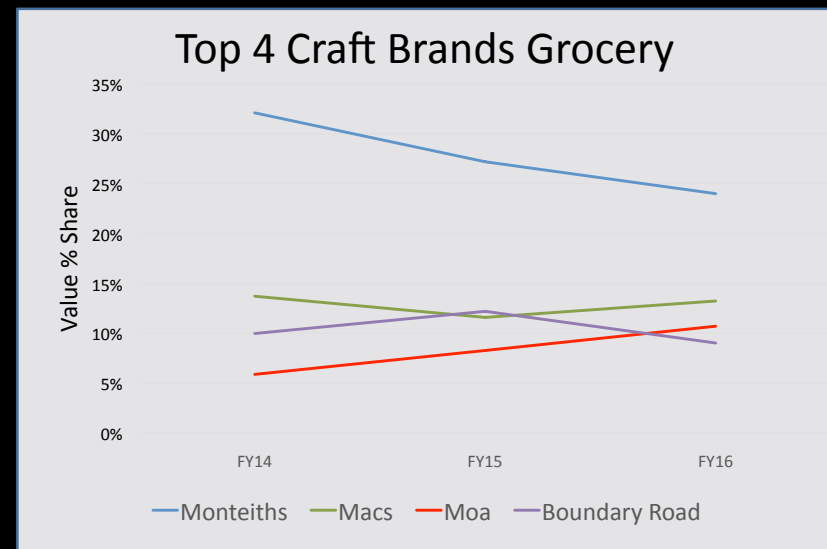
*Business Update and  
Capital Raising*

*September 2016*

## Craft Beer Overview

- Craft Beer growing at 20%  
(AC Nielsen grocery)
- Craft now estimated at 15% of all beer (ANZ report 2016). Up from 9% in 2014
- Craft and premium beers show the fastest growth of any supermarket categories in New Zealand (AC Nielsen 31 July 2016)

- Moa growth relative to the category



## *Changes in the Beer Landscape.*

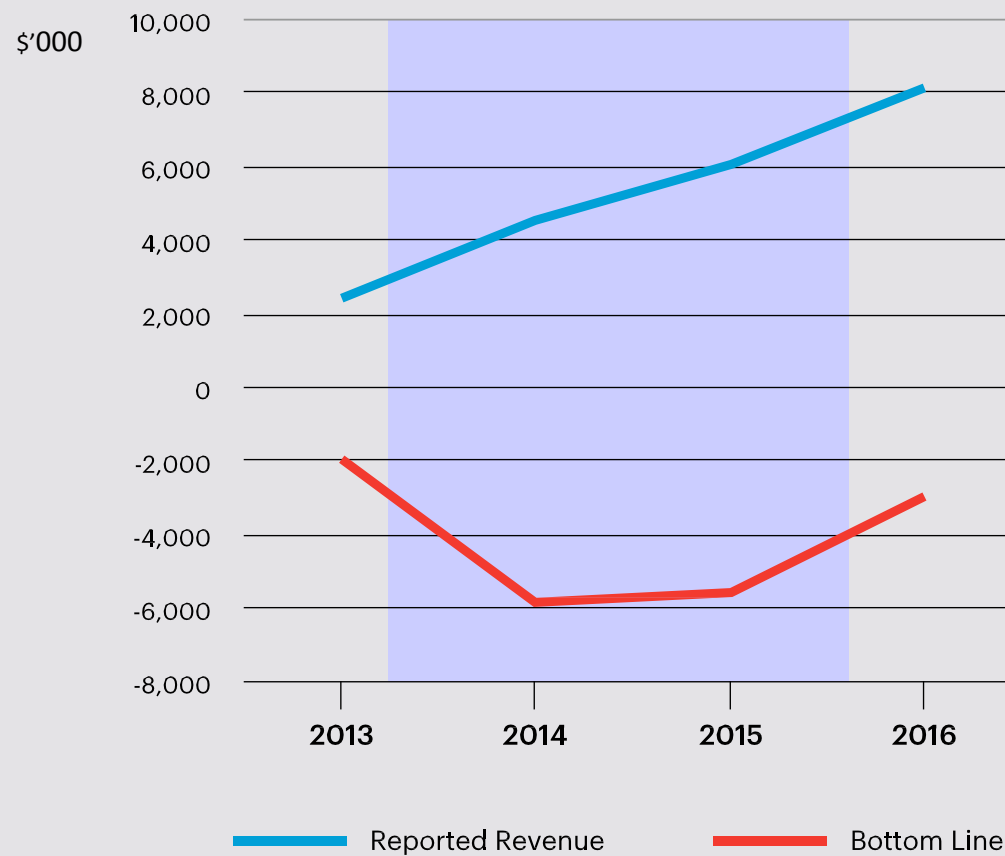
- Premiumisation continues
- Many new entrants.  
(many constrained by capital / resources)
- Consolidation / roll up opportunities
- Australian growth rates similar
- Asian markets discovering craft and taking an interest in Australian and New Zealand brands



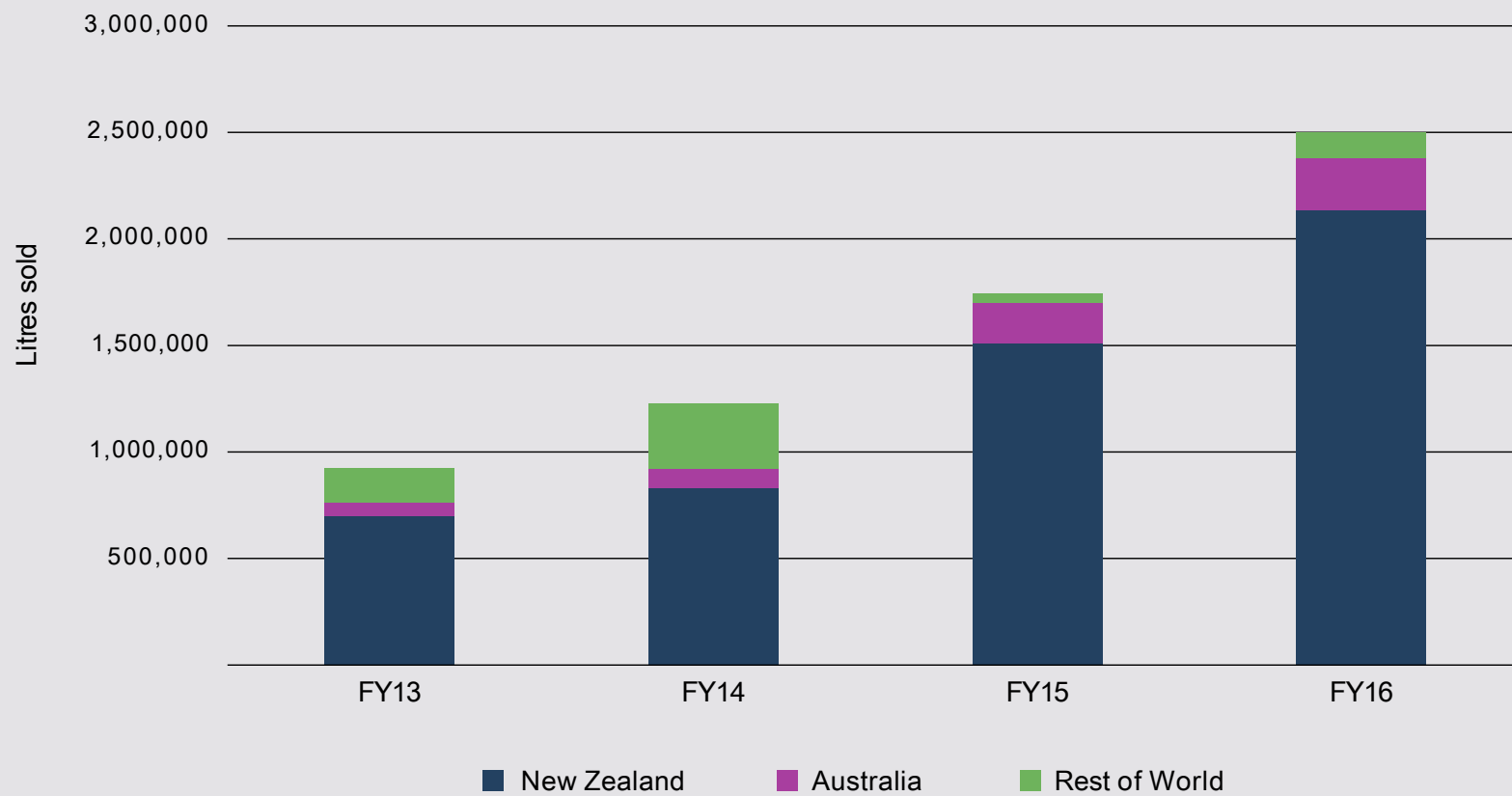
## Key Historical Results

MEASURE	FY14	FY15	FY16
Volume (Litres)	1.225m	1.740m	2.490m
Revenue (\$)	4.597m	6.059m	8.154m
Gross Profit (\$)	0.792m	1.110m	2.400m
Operating Costs (\$)	6.463m	6.686m	5.189m
EBITDA (\$)	(5.603)m	(5.185)m	(2.533)m
NPAT (\$)	(5.817)m	(5.583)m	(2.966)m
Cashflow (\$) - <i>before financing</i>	(7.412)m	(5.836)m	(2.193)m

## Revenue Growth and Bottom Line



## Moa Growth





## Operations & Brewing

- Moa Brewery (Jacksons Road)
  - *500,000 litres produced (1.5 million capacity)*
  - *New product development*
  - *Specialty Brews*
  - *Reserves*
- Contract Brewer
  - *2 million litres produced*
  - *Volume & Efficiency*
  - *Original, Session Pale Ale & Cider*



## Export Markets

- Australia
  - Focus market NSW
  - Opportunities in Queensland and Victoria
- Distribution Partners
  - China
  - Korea
  - USA
  - Singapore
  - Hong Kong
  - Taiwan





## Opportunities

### 1. Consolidated Distribution

- HOA with ParrotDog Brewing Ltd signed: MOA to distribute ParrotDog beers alongside our own in New Zealand
- Offers incremental revenue for MOA with industry standard margins

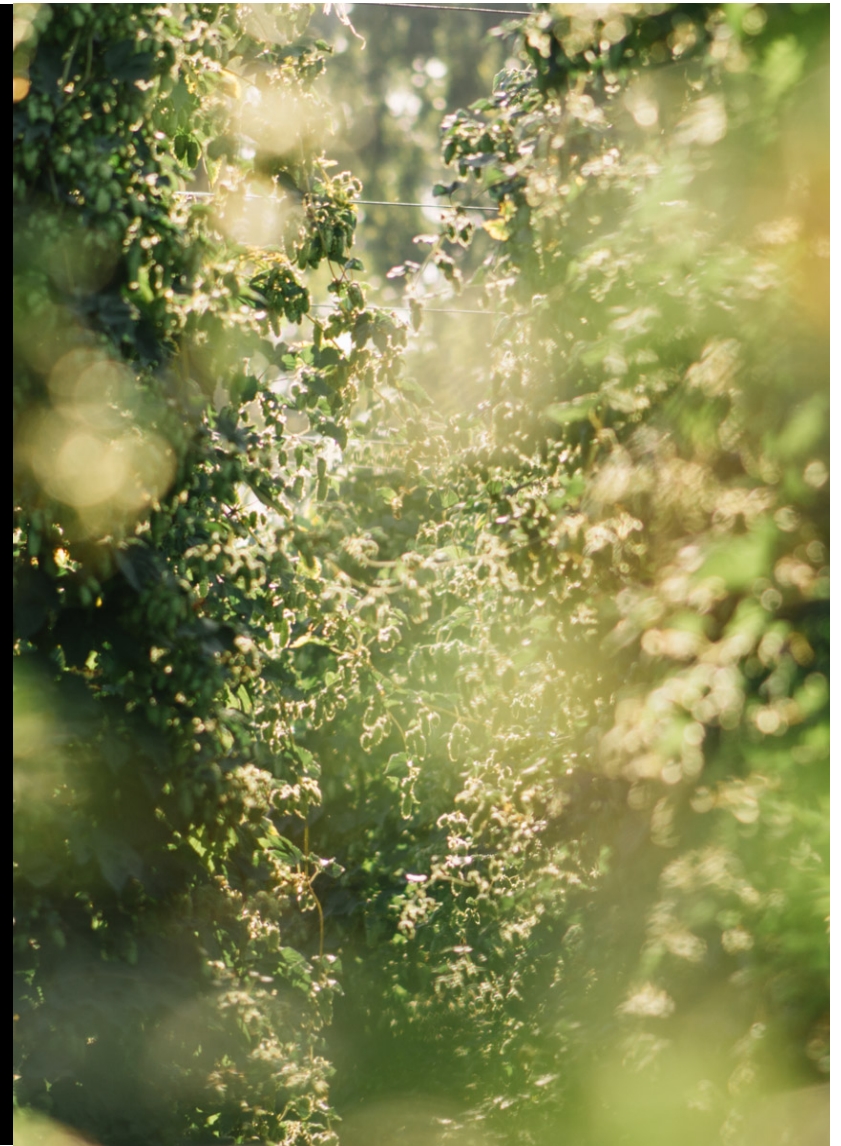
### 2. Acquisition

- Roll up opportunities being assessed
- Must be earnings accretive to Moa



## *Capital Raising*

- \$2.75m placement to NZ institutions @ \$0.73 – PIE Funds Management taking a cornerstone position on share register and welcomed as major supporter of Moa
- 1 for 30 non-renounceable rights issue @ \$0.73 will raise additional \$1.26m - open to all shareholders on record date
- Rights issue is fully underwritten
- Oversubscriptions by shareholders facilitated
- Placement dilutes existing holders by 7.3%; total dilution of 10% if rights are not taken up





## Use of Proceeds

- New product development and brand building for Moa
  - *Maintaining category leadership*
- Support for growth
  - *Peak working capital funding and additional resources*
- ParrotDog distribution
  - *Further working capital*
  - *Incremental operational expenses (sales & logistics)*
- International distribution
  - *Partnerships in key offshore markets*



## *FY17 Outlook - 1 - First Half*

- MOA Business tracking to plan
  - *Balance between volume, revenue and margin has responded well to improvement initiatives*
  - *Gross margin percentage improving*
  - *Distribution costs down over FY16 – banking the improvements put in place last year*
  - *Reduced overhead costs over FY16 – management keeping firm control on spending*
  - *Further reduction in reported loss – continuing to move towards breakeven*
  - *Cash utilisation – reduced on prior period, in line with expectations*

## *FY17 Outlook – 2 – Full Year*

- Continued growth with improved profitability
  - *Guidance on revenue \$9.5m - \$11m (does not include ParrotDog distribution)*
  - *Gross margin percentage improvements*
  - *Operating costs contained*
  - *Solid earnings improvements*
- Continuing to move towards breakeven
- ParrotDog distribution agreement strengthens Moa's sales and distribution platform and enhances Moa's gross margin potential in H2 2017 as well as FY 2018 and beyond



*Product Update: A Refreshed Reserve Range*





*Product update cont. An outdoor nation, needs a beer for the outdoors.*

## *Extensions in the growth segment of Six Packs*

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