



BROO Limited

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ASX Announcement: Successful Initial Launch with ALM

Broo Ltd (ASX:BEE) ("**Broo**" or "**Company**") is pleased to advise that following the recent signing of a distribution agreement with Australian Liquor Marketers Pty Ltd (**ALM**), a subsidiary of Metcash and Australia's largest independent liquor supplier (see ASX announcement dated 25 February 2021), an initial order of 8160 cases has been placed by ALM and delivered by Broo.

The Company continues working collaboratively with ALM to expand coverage in the ALM distribution networks in Queensland, as well as other states.

Broo expects to increase sales volume by launching multiple marketing campaigns. The Company is also working with ALM to penetrate on-premise markets, with an initial focus in Queensland.

A further market update will be provided in early April.

Commentary

Chief Executive Officer Kent Grogan said, "*We are delighted with the successful initial launch of Broo products into Queensland retail liquor stores via ALM. It puts Broo in a strong position to drive growth in sales of its unique and premium beer products.*"

This announcement has been authorised for release by the Board of Directors.

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.