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FOUNDERS FIRST CREATES NEW INDUSTRY FACING IDENTITY, MIGHTY CRAFT

Founders First has created a new industry facing identity, Mighty Craft, one all-encompassing brand that positions the company as a leader in the Independent Craft Beverage Industry.

Mighty Craft is fast becoming Australia's strongest Independent Craft collective and is unleashing the growth of some of the Country's best beer and spirits brands, by providing leadership, growth capital, structure and industry know-how.

The Mighty Craft beer portfolio has outperformed the total independent craft beer category, growing wholesale sales at over 110% in the last quarter, despite COVID restrictions. (Source: IRI Liquor Weighted Database)

It's clear consumers love the Mighty Craft portfolio, actively supporting authentic, local brands. And it's not just consumers that are loving them. Kangaroo Island Spirits has once again received one of the highest Industry accolades at the 2020 International Wine and Spirits Competition in London – the only Australian brand to win two gold medals - for their Wild Gin and O'Gin.

Launching the new industry facing identity, Founders First Chief Executive and Managing Director Mark Haysman expressed that the new brand better conveys the company's purpose and values.

"We're a unique collection of people, products and places – with one mighty love of Craft. We will always be pro Founder, but we're for more than one person. We stand for an industry that punches well above its weight and celebrates creativity, enterprise and local connection. The name Mighty Craft captures the essence of this – we are stronger together."

With a footprint in most Australian states, Mighty Craft is home to award-winning brands including Jetty Road Brewery, Foghorn Brewery, Slipstream Brewing Co, Sparkke Beverage Co, Sauce Brewing Co, Ballistic Beer Co, Kangaroo Island Spirits, Green Ant Gin, Brogans Way and K-Booch.

This portfolio of brands is supported by 13 amazing venues around the country, a combination of brewpubs, venues in iconic locations, and distillery cellar doors. All enabling a great opportunity to taste and experience our wonderful brands and connect with the makers and local craft community.

Mighty Craft partner and Foghorn Co-Founder Shawn Sherlock said, "It's pretty great to be part of Mighty Craft. With their financial and hands on support Foghorn Brewery has now expanded into the Hunter Valley with a second micro-brewery and taproom. With a shared love of great beer, Mighty Craft have helped get my brand into the hands of more people."

While Founders First Ltd (ASX: FFL) will still be the company name and stock symbol it is anticipated that this will also change in the future. Within industry, the business will now be known as Mighty Craft.



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This announcement has been authorised and released by Managing Director, Mark Haysman

About Founders First

Founded in 2017, Founders First (ASX:FFL) is aiming to build the world's strongest craft beverage collective through supporting and growing independent craft brewery and distillery businesses. FFL has invested in select craft beverages and is accelerating the brands growth through equity and debt funding whilst providing access to FFL's leading team of liquor industry professionals providing functional excellence to craft operators. Founders First focus is on allowing founders to play to their strengths while the FF team of industry experts supports by covering their gaps constraining growth and profitability.

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