

26 June 2020

FOUNDERS FIRST DOUBLES CRAFT BEER DISTRIBUTION IN NATIONAL RETAILERS FOR FY21

Highlights:

- Founders First has secured an additional **+2000 distribution points** across national Australian retailers as part of the annual range review process
- Founders has been **working collaboratively** with national retailers to drive **packaging innovation** in craft beer with **two new packs selected** for launch in August
- Range Review outcomes will also see Founders First add **six new products** to its current range from August
- Ranging outcomes across the Independent retail and On-premise channel are ongoing and Founders First is confident of a similar outcome ensuring it's portfolio is equally balanced across all channels in Australia.

Founders First Limited (ASX: FFL) ("the Company") is pleased to announce distribution of the company's portfolio of craft beer products will more than double in National Retailers across Australia from August 2020 after the company secured +2000 new pack beer distribution points across major liquor retailers.

Total pack beer distribution points across the portfolio will increase from August after Founders First secured additional distribution through Coles (Liquorland, First Choice Liquor and Vintage Cellars) and Woolworths (Dan Murphy's and BWS)

Founders First CEO Mark Haysman said securing additional distribution for its craft beer products was a significant validation of the company's model of accelerating growth.

"Quality distribution is the leading indicator of future sales," Mr Haysman said.

"These results reflect both the quality of our portfolio of craft beer products and the unique capability that the FFL sales team (Indie Craft Collective) brings to the table. We expect distribution gains to be balanced across all channels once the outcomes in the Independent channel and On-premise are finalised. We are very pleased with the outcome and excited for our brands."

The distribution gains will put Founders First in a very strong position to deliver significant growth across FY21.

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While these gains are specific to the National retailers, Founders First is confident of a similar result elsewhere. Earlier in June Founders First launched its On and Off Premise 'Partnership Program' which in only a few weeks has resulted in several key venue signings and valuable tap beer gains. Details of the Partnership Program Independent ranging outcomes will be the subject of future announcements.

Six new products to hit the shelves of the National Retailers from August will be (ranging will vary by banner/state):

- Jetty Road XPA
- Ballistic Hawaiian Haze
- Slipstream Pale Ale
- Sparkke Red Ale
- Sauce Peach Berliner Weisse
- Sauce Hop Sauce Pale Ale

New Pack Innovation (again ranging will vary by banner/state):

- Hawaiian Haze 16pks
- Slipstream Pale Ale 16pks

These ranging outcomes will be combined with a significant increase in marketing / brand investment across FY21 to ensure consumer pull through, brand awareness and sales growth are maximised for FY21. "This demonstrates the unique ability of Founders First to drive growth" quoted Mark Haysman. "Founders First has the balance sheet and capability to invest behind these brands which otherwise would not be possible for craft players on their own"

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

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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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