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ASX ANNOUNCEMENT

17 March 2022

GOOD DRINKS PARTNERS WITH MAGNERS AS EXCLUSIVE NATIONAL DISTRIBUTOR

Good Drinks Australia Ltd is pleased to announce a partnership with C&C International (a trading name of Wm. Magner Limited), a wholly owned subsidiary of C&C Group Plc, to represent its successful Magners Irish Cider range of brands in Australia.

C&C Group plc is a leading, vertically integrated premium drinks company which manufactures, markets and distributes branded beer, cider, wine, spirits, and soft drinks across the UK and Ireland, and exports its Magners Irish Cider range of brands to over 40 countries worldwide. C&C Group is a FTSE 250 company headquartered in Dublin and is listed on the London Stock Exchange.

On commencement of the term, Good Drinks will become the exclusive Australian importer and distributor for the Magners Original Irish Cider in 330mL bottles, 568mL bottles and 49.5 L keg formats.

This new partnership is aligned with two key pillars of the Good Drinks strategy:

- to continue to develop our sales and marketing teams as the leading independent supplier to the national beer, cider and liquor market; and
- to support brands that drive incremental margin growth.

This partnership also delivers on the two key opportunities of the Good Drinks strategy:

- to access broader categories of the liquor market; and
- to develop a more meaningful market share on the east coast of Australia.

The Magners brand complements the current Good Drinks product range, while broadening the portfolio and delivering further access to a significant category of the alcohol market.

The brands are sold on a national basis with a strong base of consumer demand across national chains, the independent retail market and on-

premise market. Good Drinks expects to accelerate sales growth by leveraging the expanding national Good Drinks sales capability.

Commenting on the new partnership Managing Director John Hoedemaker said:

“There couldn’t be a better day to announce this partnership, on St Patrick’s Day. We’re proud to partner with Magners Irish Cider and onboard such a well-regarded range of brands into our portfolio. The partnership is in line with our broader strategy and continues to add diversity to our portfolio. It also allows Good Drinks to increase the scale of its national sales capability, while leveraging its reach.

“Magners has a significant history and is a truly global business. The decision to partner with Good Drinks Australia is a further vote in confidence in our national sales and marketing team.”

Summary of key terms, subject to finalisation of and entry into formal legal documentation.

Term:	1 July 2022 to 28 February 2026, with potential to extend by a further 3 years
Products:	Magners Original Irish Cider
Format	Packaged (330mL bottles, 568mL bottles) and Draught (49.5L kegs)
Currency:	AUD denominated
Territory:	Australia (exclusive)

This announcement has been authorised by the Board of Directors.

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