



## BROO Limited

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31 January 2018  
ASX Announcement

## MARKET UPDATE

**Broo Ltd Average Share Price since listing 31.67 cents**



### Chinese Market

The final quarter of 2017 saw Broo Ltd sign an exclusive 7 year distribution agreement with Beijing Jihua Information Consultant Ltd ("Jihua").

The Agreement is binding on a 'Take or Pay' basis for 1.5 Billion litres of Broo Premium Lager beer products over the 7 year period with Jihua paying a fixed rate per litre. Based on the full seven (7) year term of the distribution arrangement, the aggregate distribution revenue generated for Broo is RMB602 million (approximately AUD \$120 million).

This is an outstanding achievement for the company and the culmination of many years hard work.

### Australian Market

Mildura Brewery continues to operate at capacity since commissioning of the new facility upgrades became operational in September 2017.

This has enabled the company to increase domestic sales and increase distribution. Products have now been made available in QLD via Australian Liquor Marketers Pty Ltd (ALM) with further states to follow. Sales have been very positive as evidenced by the accompanying chart.

**The first quarter to the final quarter of 2017 achieved a wholesale sales increase of 407%**

### BROO RETAIL

#### Mildura Brewery Pub

The Company continues to see increases in patron numbers and sales volume in this iconic blue-chip location. It is a stand-alone destination and must see for tourists visiting the region.

#### Sorrento Brewhouse

Sorrento Brewhouse has undergone extensive upgrades and refurbishments with stage 1 due to open this week. This is an exciting project for the company given its locality to the birthplace of Broo Ltd.

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 currently focused on the production, marketing and sales of its beer products

**Wholesale sales growth per quarter 2017**

