



BROO Limited

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ASX Announcement

BROO SECURES NATIONWIDE DISTRIBUTION DEAL IN CHINA

Broo to become only international label offered in national portfolio of premium Chinese distribution network

Broo Limited ("Broo") is delighted to announce that Jinxing Beer Group Co, Ltd ("Jinxing") has agreed to add Broo Premium Lager to their national product portfolio list with Broo being Jinxing's only international label on offer to their entire nationwide Chinese distribution network.

Jinxing's distribution network is one of China's largest and provides Broo with an enormous opportunity to capture a lucrative percentage of the Chinese market and exponentially expand on the relationship between Broo and Jinxing. China's beer market is the largest in the world and represents sales volumes exceeding 5 billion cases of beer per annum.

Kent Grogan, Founder and CEO of Broo, was recently present at Jinxing's head office in Zhengzhou to oversee the production commencement activities.

In commenting, Mr Grogan said: "During this visit a major agreement was reached, I am thrilled and humbled by this new development; it is literally a game changer and will dwarf our original sales expectations.

It provides Broo with enormous reach and platform to compete with the largest International brands currently available in China.

Our relationship with the Jinxing Beer Group goes from strength to strength and we see this partnership continuing well into the future. "

ABOUT JINXING

Jinxing Beer Group Co Ltd is a major brewer incorporated in China which produces and packages alcoholic beverages. Founded in 1982, Jinxing has an annual production capacity of 2 million tonnes of beer (equivalent to approximately 200 million cases of beer per annum), employs 6,000 staff, and has won numerous awards for its contribution to China's national beverage industry.

ABOUT BROO

Broo Limited 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 sale of two beer products, Broo Premium Lager and Australia Draught.

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