



MOA GROUP LIMITED

Annual Shareholders Meeting

September 2019





WELCOME

Today's Agenda:

- Introductions.
- FY19 Review.
- FY20 Outlook.
- Questions from Shareholders.
- Formalities.
- Sampling of brews and food.



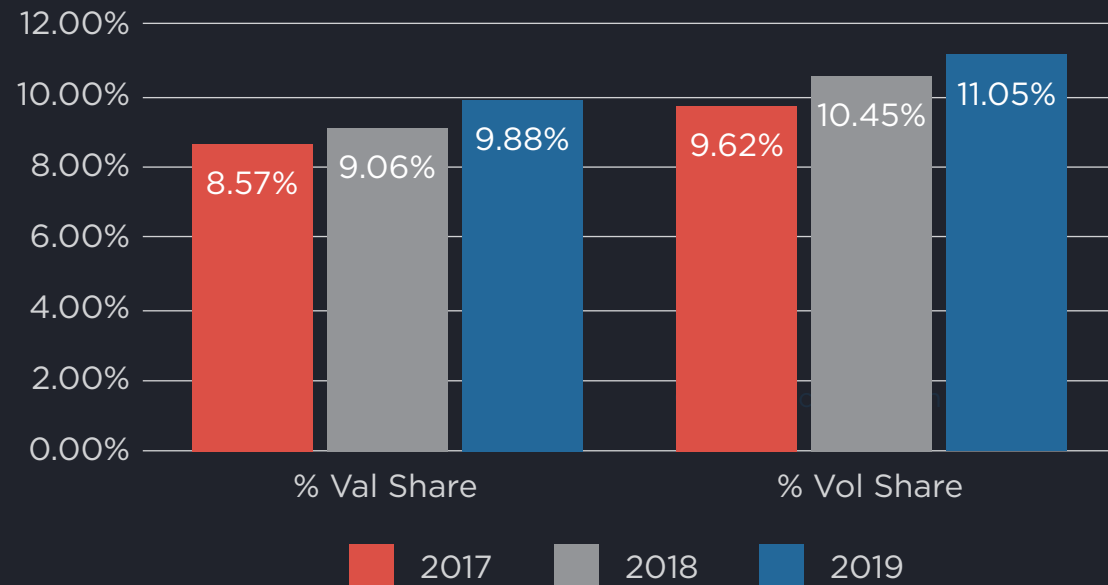
2019 FINANCIAL YEAR

Moa Brewing - pre vertical
integration move into hospitality.

Moa itself:

- Revenue from \$10.8m to \$12.7m.
Growth of 17.6%
- Market Share gain to 10.1%
- EBITDA - small improvement
- includes acquisition costs.

YTD Moa % Vol & Value Share (Craft Beer in Supermarkets)



This Moa Flies: 3.8x Market Growth

+7.1%
Premium Craft
(MAT TSM)

+27.1%
Moa
(MAT TSM)

No.3
Craft Player in
NZ market

(Nielsen, to July 2019)

2019 FINANCIAL YEAR

- New Sales Venture with Constellation Brands - MoBev.
- New key On Premise venue - Auckland Fish Market.



2019 FINANCIAL YEAR

- New Product Launches - Classic Cans, Big Sky APA, Pelorus XPA.
- Moa Southern Alps White IPA - won Best Beer in New Zealand (Brewers Guild).





2020 BUILD UP

- Supermarkets in growth.
- Venture with Constellation getting national reach and efficiency.
- Auckland Fish Market showed us the value of On Premise.
- Brewers partnering with bars - the first version of 'vertical integration' - Pourage, Brand Presence, Margin.
- For On Premise scale we need a large On Premise partner.





2020 BUILD UP

- Auckland is the leading city in New Zealand Hospitality scene.
- Savor Group a leader in Auckland.
- Skill set of Savor executives key to both beverage and Hospitality Brands.





savor group

VENUE BRANDS & PROPERTIES BEING ACQUIRED

- Seafarers Building, Ostro/The Deck, Seven – Britomart
- Event Venues – Seafarers, Ebisu– Britomart
- Fukuko – Britomart
- Azabu – Ponsonby
- Azabu – Auckland Fish Market
- Super Pizza – Auckland Fish Market
- Market Galley (Fish n Chips) – Auckland Fish Market
- The Wreck Bar – Auckland Fish Market



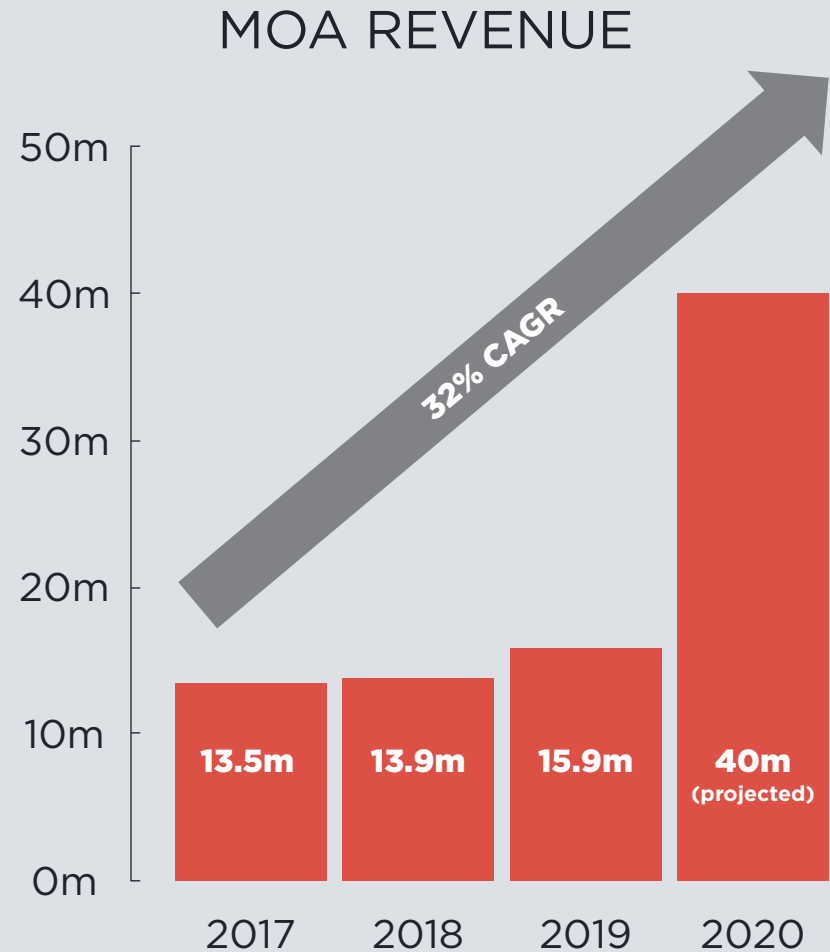
2020 OUTLOOK

- Cement new team.
- New Group CFO - Deborah Grace, ex William Grant (May '19).
- New Brewing CEO - Stephen Smith, ex Lion (May '19).
- More venues, pouring more beverages = compounding effect.
- Creation of new venues within Savor.
- Acquisition of new venues.



2020 OUTLOOK

- Stronger volume AND margin.
- Stronger brand presence.
- Scale.
- Profitability.
- Revenue \$40m plus.
- EBITDA \$3.6m.





2021 OPPORTUNITIES TO EXPLORE

- Leverage of existing Hospitality Brands to new locations in other New Zealand cities.
- Wider range of beer and cider styles to capture bigger market.
- Beverages beyond Beer and Cider.
- Moa Centric Venues (Moa style bars).
- More Venue acquisitions - if strategically relevant.
- Maximising America's Cup next summer.



SHAREHOLDER QUESTIONS

FORMALITIES

- Auditor Election.
- Director Re Election - Geoff Ross.
- Adoption of new NZX Rules.





THANK YOU

Beer tastings and discussion with
Directors and Executives.

