

# EQUITY FOR PUNKS



# AUSTRALIA AND NEW ZEALAND

2 YEAR BLUEPRINT

**BREWDOG**



# THIS IS OUR 2 YEAR BREWDOG ANZ PLAN

We'll keep our Equity Punks updated on our progress against our ambitious plans, and share news as we go. We're incredibly excited to build a fast-paced sustainable business, and a force for good in Australia and New Zealand.

Find out more about Equity for Punks by visiting our OnMarket crowdfunding page here: [brewdog.com/efpoz](https://www.brewdog.com/efpoz), and become a shareholder in BrewDog Australia today.

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Please read our Equity For Punks Offer Document before investing. This is not an offer document. All information detailed within this document is based on our BrewDog Australia's business plans for the coming 2 years. It's possible the plans may change and evolve.



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# WELCOME TO PLANET BREWDOG

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**SINCE OUR FIRST EVER UK EQUITY PUNKS CROWDFUNDING ROUND IN 2008, WHEN 1,329 BEER LOVERS DECIDED TO BACK A FORMER SHIP CAPTAIN, A BREWER, AND THEIR DOG, WE'VE BEEN ON A WILD RIDE, BRINGING OUR CRAFT BEER MISSION TO EVERY CORNER OF THE PLANET.**

Today, BrewDog is Europe's largest craft brewery by volume and revenue, part-owned by over 180,000 beer loving Equity Punk investors, with 4 breweries across the globe.

But that's just the beginning. We're now taking our relentless craft beer obsession to Australia and New Zealand, with the ambition to expand our presence across both incredible countries, and become one of the most sustainable businesses in the world.

In the following pages we're sharing our plans for expansion in Australia & New Zealand. This is our 2 Year BrewDog Australia + New Zealand Blueprint.

# RECORD BREAKING BRAND VALUE GROWTH



2020 BRAND FINANCE REPORT – **BREWDOG IS THE 18TH MOST VALUABLE BEER BRAND WORLDWIDE. MORE VALUABLE THAN STELLA ARTOIS AND CARLSBERG.**

BrewDog is...

- The only independent brand on the list
- The only craft brewery
- The only UK beer
- The youngest brand

And we're only getting started...

Rank		Brand		Country
7	9		Snow	China
8	5		Harbin	China
9	8		Modelo	Mexico
10	14		Miller Lite	USA
11	10		Skol	Brazil
12	13		Asahi	Japan
13	12		Coors Light	USA
14	11		Guinness	Ireland
15	18		Tsingtao	China
16	15		Brahma	Brazil
17	17		Tecate	Mexico
18	21		BrewDog	UK
19	16		Stella Artois	Belgium
20	22		Carlsberg	Denmark



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# OUR ANZ STRATEGIC GROWTH PILLARS

**1. BREWDOG ANZ BARS**

**2. DISTRIBUTION**

**3. COMMUNITY**

**4. DOGTAP BRISBANE CAMPUS**

**5. BEER RANGE**

**6. SUSTAINABILITY**



# BREWDOG BARS

**OUR BREWDOG BARS ARE BEER MECCAS, HOP TEMPLES AND CATHEDRALS OF MALT. WE STRIVE TO SPREAD THE WORD ABOUT AWESOME CRAFT BEER IN OUR BARS, EMBRACING THE LOCAL BEER SCENE AND PROVIDING A PLATFORM FOR THE WORLD'S BEST BEERS TO BE ENJOYED IN AN INIMITABLE SETTING.**



**BREWDOG HAS OPENED OVER 100 CRAFT BEER BARS GLOBALLY TO DATE, AND WE'RE THE WORLD'S BIGGEST CRAFT BEER BAR OPERATOR.**



**FROM ABERDEEN TO LONDON, DUBLIN TO BERLIN, TOKYO TO PITTSBURGH... NEXT STOP SYDNEY, MELBOURNE, AUCKLAND, PERTH... AND MAYBE YOUR HOMETOWN, TOO!**

**OUR OUTPOST LOCATIONS FEATURE A MICRO BREWING FACILITY ALONGSIDE A BREWDOG BAR IN WHICH TO ENJOY BEERS BREWED FRESH ON SITE.**



# 2 YEAR BREWDOG ANZ BAR PLAN

IN THE NEXT 2 YEARS, OUR MISSION IS TO OPEN THE DOORS TO FOUR NEW VENUES, AND SECURE A FURTHER TWO SITES TO LAUNCH IN 2023 AND BEYOND.

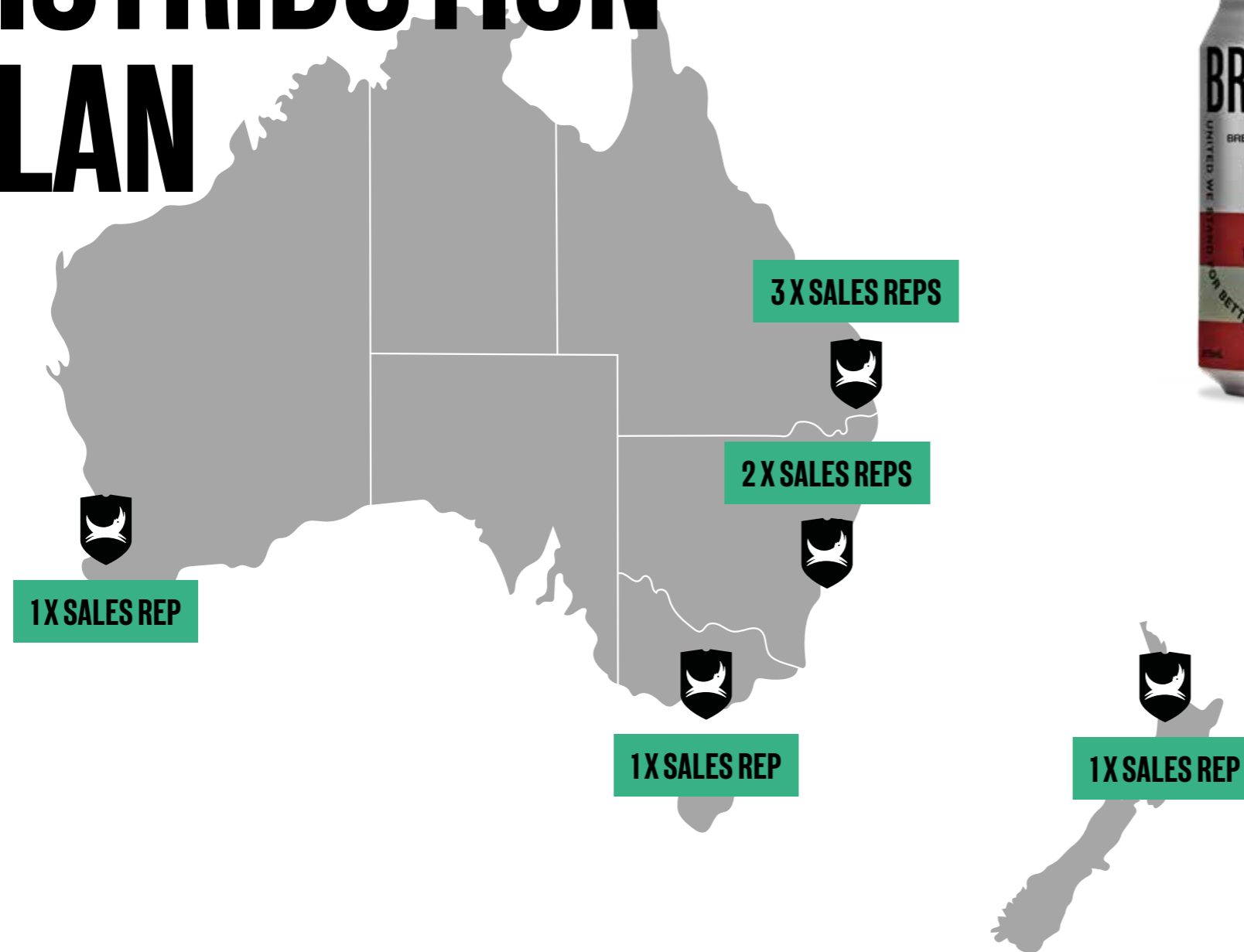
## SHORTLISTED LOCATIONS:

- Sydney
- Brisbane (City)
- Melbourne Outpost
- Auckland Outpost
- Perth Outpost
- Newcastle
- Gold Coast

**WANT TO SEE US OPEN A BREWDOG BAR IN YOUR TOWN?  
IF WE SEE MORE THAN 500 EQUITY PUNKS IN ANY AUSTRALIAN OR NEW ZEALAND CITY, WE WILL AIM TO OPEN A BAR THERE BEFORE 2023!**



# 2 YEAR BREWDOG SALES + DISTRIBUTION PLAN



OUR PLAN IS TO HAVE 8 FULL-TIME SALES REPS ON OUR CREW WITHIN THE NEXT 2 YEARS, FOCUSED ON:

- South East Queensland
- Greater Sydney
- Greater Melbourne
- Greater Perth
- New Zealand.

Our first Sales Reps will be kicking off in the first half of 2021, pounding the pavements to bring epic craft beer to the people of Australia!





# OUR EQUITY PUNK COMMUNITY



**BREWDOG IS AN ALTERNATIVE SMALL BUSINESS OWNED BY THOUSANDS OF PEOPLE WHO LOVE CRAFT BEER. THEY ARE OUR SHAREHOLDERS, OUR FRIENDS, OUR COMMUNITY AND THE HEART AND SOUL OF OUR BUSINESS.**

Our local Equity Punk Community will be taking a front row seat to our Australian and New Zealand expansion. We'll share our plan and ask for your feedback and ideas, as we grow together.

Being part of the community has some extra perks on top of the raft of benefits you get for investing! We're already planning...



## AGM

The BrewDog AGM at our Brisbane Brewery, with an invite for every Equity Punk and a +1!



## SUSTAINABILITY

Working together on local sustainability initiatives



## THE FORUM

Forum Q&As on our exclusive shareholder platform, and feedback rounds on our business plans



## EQUITY PUNK TASTE PANEL

Equity Punk Brewdays where we invite our shareholders to come and brew a beer with us, name it, and help design the label!

Plus all the regular benefits including discounts in our bars, on-line shop and a free beer on your birthday every year!





# DOGTAP BRISBANE

**ON THE BANKS OF THE BRISBANE RIVER,  
IN THE SHADOW OF THE GATEWAY BRIDGE, IS OUR  
FULLY-AUTOMATED 25HL 4 VESSEL BREWHOUSE AND  
AWESOME 450M2 TAPROOM.**

Since opening late 2019, DogTap Brisbane has become one of our most successful taproom locations globally. We've been simply blown away by the reception and support we've received from Murarrie and the broader Brisbane community.

We're super proud to call Brisbane home, and we're now planning on making DogTap Brisbane one of Australia's ultimate beery destinations.

# 2 YEAR BREWDOG BRISBANE CAMPUS PLANS

**TURNING BREWDOG BRISBANE INTO  
THE HOPPIEST PLACE IN AUSTRALIA!**



## PHASE 1 SHADED TERRACE SEATING

We're already adding shaded seating to our Brisbane riverside terrace, along with expanded outdoor seating.

## PHASE 2 BRISBANE BREWERY EXPANSION

Installing a pasteuriser to expand our AF beer range, additional packaging line for more flexible secondary packing, and 50HL additional fermentation tank space.



## PHASE 3 DOGTAP EXPANSION

Converting our river front facing taproom into a covered, building-length balcony terrace, adding a 100m2 private event space with riverside views, adding a BrewDog Distilling Speakeasy Bar, introducing an expanded walk-in take-away shop, and expanding the kitchen space and capacity.

## PHASE 3 BREWDOG DOGHOUSE BRISBANE

Our first BrewDog DogHouse at our USA brewery was named by Time Magazine as one of the Greatest Places on Earth in 2019. We're now deep into planning construction of The DogHouse Brisbane, equipped with Shower Beer fridges and hotel-room draft beer taps filled with fresh Aussie-brewed Punk IPA!



# 2 YEAR BREWDOG ANZ BEER EXPANSION

**LINDSAY, OUR AUSSIE HEAD OF PRODUCTION AND PART-TIME PINBALL WIZARD, HAS SOME INCREDIBLE BEERY PLANS TO HELP FUEL OUR GROWING SALES TEAM AND PRESENCE ACROSS AUSTRALIA AND NEW ZEALAND.**

Our Aussie headliners include our post-modern classic, Punk IPA, our legendary Elvis Juice, the easy-going BrewDog Pale Ale, our DogTap best-seller Lost Lager, and the full-tilt hazy fruit hit of Hazy Jane.

Starting in February, we're launching the first of many one-off specials, with our European collab with the kings of Manchester, Cloudwater. Many more limited releases will follow in the coming years.

We're also working on our awesome alcohol free beer range. Starting with Nanny State, and expanding later this year with Punk AF, Hazy AF and our raspberry AF Sour, Faux Fox.

This is just the start. We'll be brewing some classics, and lots of new, local beers, and our Equity Punk community will be the first to get their paws on them!



# BREWDOG ANZ 2 YEAR SUSTAINABILITY PLANS

OUR MISSION THAT UNITES US WORLDWIDE HAS EVOLVED TO INCLUDE OUR AMBITION TO BECOME THE WORLD'S MOST SUSTAINABLE BEER BUSINESS, AND IN 2020, WE ANNOUNCED THAT **BREWDOG IS NOW OFFICIALLY CARBON NEGATIVE.**

Read our sustainability report by visiting [brewdog.com/tomorrow](https://www.brewdog.com/tomorrow)

With your help, we plan to turbo-charge our mission and set a new precedent for planet-friendly business.

Here's some of our sustainability plans for our ANZ Business within the next 2 YEARS;

- Solar panels covering the roof of our Brisbane brewery
- Food-waste to be used in brewing our Lost Lager – the World's Most Sustainable Beer
- Local native forest regeneration projects
- Zero plastic in our packaging
- Increased vegan menu options in our bars

**TOMORROW STARTS TODAY.**

# MAKE EARTH GREAT AGAIN



SUSTAINABILITY REPORT #1

## BREWDOG'S PUNKED-UP-PLAN



