

## **Founders First accelerates growth and appoints Marketing & Innovation Director**

**7 October 2020**

**ASX Announcement**

Founders First Limited (ASX: FFL) (“the Company”) is pleased to provide a brief update on 1Q business performance and an update regarding the appointment of a Marketing & Innovation Director to drive the next phase of growth across the portfolio.

### **Highlights**

- Wholesale Beer - Growth momentum continues with +96.4% growth in 1Q across the wholesale portfolio vs 2019 on a 100% basis
- Wholesale Spirits – Revenue growth continued to accelerate in the quarter with +117% growth versus 1Q 2019 on a 100% basis
- Venue operation continues to show positive signs with trading levels at 60-80% of pre-COVID 19 for non-Victorian venues
- The appointment of Yolanda Uys to the role of Marketing & Innovation Director (refer below for further details)
- Continued the roll out of critical Digital Infrastructure that will support seamless B2B growth across the entire portfolio.
- Further details of Q1 performance will be included in the quarterly business update to be released later in October

### **Appointment of Yolanda Uys to the position of Marketing & Innovation Director**

Yolanda is a highly experienced innovator and marketer in liquor retailing. Yolanda has been Coles Group’s General Manager Marketing for the past three years and she has led the marketing strategy for Coles Liquor and successfully relaunched the Liquorland and Vintage Cellars brands.

Prior to this, Yolanda was Woolworths Group’s Head of Marketing for Dan Murphy’s for five years where she championed projects such as the Dan Murphy’s Loyalty Program, and The Dan Murphy’s Cellar on Chapel Street.

FFL MD & CEO Mark Haysman is thrilled by the appointment. “Yolanda brings a wealth of industry knowledge, experience and diversity having worked not only here in Australia but abroad in South Africa, London, Barcelona and Budapest, building world class brands across both retail and FMCG.

“With Yolanda’s passion for building people and teams, and her proven track record in delivering ambitious marketing strategy outcomes, both in a physical and digital sense, we can’t wait to see what we can achieve together,” he says.

Yolanda is equally excited about joining the Founders First team. “Being a part of a business that is focused on helping entrepreneurs and brands with bold ambitions was a key drawcard for me, especially at a time when driving growth back into our local industry is so crucial.

Yolanda commences her role at Founders First in early November.

\* \* \*

Mark Haysman  
**Managing Director**  
investors@foundersfirst.com.au

Simon Hinsley  
**Investor Relations**  
simon@nwrcommunications.com.au  
+61 401 809 653

This announcement has been authorised and released by Managing Director, Mark Haysman

#### **About Founders First**

Founded in 2017, Founders First (ASX:FFL) is aiming to build the world’s strongest craft beverage collective through supporting and growing independent craft brewery and distillery businesses. FFL has invested in select craft beverages and is accelerating the brands growth through equity and debt funding whilst providing access to FFL’s leading team of liquor industry professionals providing functional excellence to craft operators. Founders First focus is on allowing founders to play to their strengths while the FF team of industry experts supports by covering their gaps constraining growth and profitability.

[foundersfirst.group/](http://foundersfirst.group/)