



Liam Mulhall
CEO

Brewtopia Limited
Annual General Meeting
30 November 2006



SUCSESSES 2005/06

- **Listing on NSX February**
- **270% increase in revenue in FY**
- **Strategic supply with Westpac, Optus, NAB, HSBC, Corporate Express**
- **Consolidation of Water, Wine into revenue mix**
- **International Recognition – Europe, US**



ISSUES/MISSES!

- **Website Customising Application**
- **Domino Effect – Affiliates, International**
- **Jetstar Deal**
- **Export – pricing and exchange rates**
- **Outsourcing of critical components**

Grow Custom-Branded Beverages	Minimum	Maximum	
Website Development — Auto Beer Builder	\$25,000	\$55,000	22,000
Marketing Activities	\$60,000	\$220,000	16,000
Custom-Brand Kiosks	-	\$25,000	500
International Licensing	-	\$50,000	18,000
	\$85,000	\$350,000	56,500
Relaunch Blowfly Beer			
Sales Agents	\$60,000	\$60,000	30,000
Retail Packaging	-	\$30,000	0
Marketing Initiatives	\$65,000	\$135,000	0
Brand Manager / Marketing Manager	\$45,000	\$90,000	0
Retail Display Units	\$25,000	\$50,000	0
Export Marketing	-	\$30,000	3,000
	\$195,000	\$395,000	33,000
Operations			
Warehouse / Logistics	\$50,000	\$135,000	19,000
Label Printing	\$15,000	\$30,000	34,000
Interstate Distribution Facilities	\$55,000	\$55,000	0
	\$120,000	\$220,000	53,000
Administration			
Balance Sheet Restructure	-	\$85,000	21,000
Lisitng Fees	\$150,000	\$150,000	150,000
Accounting / Finance	-	\$40,000	17,000
Working Capital	-	\$100,000	60,000
	\$100,000	\$325,000	248,000
Total Use of Funds	\$500,000	\$1,290,000	390,500



REVENUE INITIATIVES 06/07

- **Affiliate and Partner Development**
- **Explore Licencing in US**
- **Energy & RTD Custom Development**
- **Freight Consolidation**



OTHER INITIATIVES 06/07

- **TVC's (Xmas 2006)**
- **Marketing Role**
- **In-house Printing**
- **Automated Labelling**
- **Additional Beer Suppliers**