



Australian Agricultural Company Limited
ABN 15 010 892 270

AACo Premium Brand Launch

ASX Announcement No. 21/2016

5 October 2016

Previous statements to the market clearly stated AACo's strategic vision of transforming into a vertically integrated global branded beef company.

AACo's Managing Director Jason Strong has overnight launched the two premium brands – Wylarah & Westholme at the Marina Bay Sands in Singapore. Attendees included the great chefs of the region who are the gateway to the ultimate consumer.

Mr Strong previewed the new branded beef strategy at the Annual General Meeting in July 2016.

The implementation of the branded beef strategy is a key differentiation in the execution of AACo's operating model.

The new premium brands redefine the Company's global brands and capitalise on the company's long term investment in the supply of premium beef.

A copy of the Premium brand launch press release is attached.

Media enquiries:

Jason Strong
Managing Director



05 OCTOBER 2016

AACo Launches Premium Brands Westholme and Wylarah

The Australian Agricultural Company (AACo) has launched two new premium beef brands at an event attended by chefs, media and distribution partner Culina at Spago Restaurant in the Marina Bay Sands, Singapore.

The new brands, Wylarah and Westholme, represent the evolution of AACo's branded beef program into the global luxury market.

"Singapore is the ideal launch market," said Jason Strong, AACo Managing Director. "It is an innovative global city with an exciting and progressive restaurant scene."



AACo's premium luxury brand, **Wylarah** represents 'the very best of the best'. Only selected cuts from carefully chosen cattle meeting the stringent requirements to be sold as Wylarah beef.

Wylarah delivers an exceptional eating experience through the perfect balance of marbling and lean, a result of two decades of careful breeding and almost two centuries of raising and finishing cattle in Australia.

"We've gone to great lengths to ensure the Wylarah eating experience exceeds consumers' expectations."

The packaging of Wylarah further elevates the luxury experience consumers can expect from a product controlled from the station to the plate.

"In every carton of Wylarah beef, there is a hand-signed certificate by me that represents our commitment to the quality and experience of this product," said Mr Strong.

In Wylarah's first entry to the branded beef competition arena, the brand achieved an extraordinary Gold medal in the Wagyu class, Champion Wagyu, Best in Show, as well as the Dick Stone Perpetual Trophy for Grand Champion Grain Fed Beef at the Royal Sydney Fine Food Competition. This is one of the most prestigious competitions in Australia and sets the benchmark for food production excellence.



The **Westholme** brand is very important in the AACo journey, representing the company's vast rangelands and proud heritage. The dedicated families who steward the land share a collective obsession with crafting the best beef in the world.

Westholme beef is raised on pristine tracts of Mitchell grass and grain-finished on proprietary blends. Rich marbling delivers a signature tenderness and a juicy steak that offers a timeless experience, every time.

"The Westholme beef brand will be one of the highest quality brands available in the market, reflecting the investment and focus AACo puts into delivering a premium product experience for our customers worldwide."

“We’re absolutely committed to ensuring this eating experience is consistent and predictable and performs to our customers’ expectations every single time.”

Westholme and Wylarah will be available in Singapore from 4 October, 2016.

Ends

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About AACo

The Australian Agricultural Company (AACo) was established in 1824 in London by King George the Fourth, with a grant of a million pounds and a million acres. The business has evolved over almost 200 years to become a specialist high quality branded beef producer with over 20 properties across northern Australia. AACo is fully vertically integrated – we breed and grow our own cattle, have our own feedlots and farms and completed a new processing plant in 2014.

Wylarah

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