



Top Shelf International Holdings Ltd

Principal Place of Business:

16-18 National Boulevard

Campbellfield

Victoria

Australia 3061

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ASX ANNOUNCEMENT (ASX: TSI)

TSI appoints Trent Fraser as President to lead Agave and International expansion

Top Shelf International Holdings Ltd (TSI) is delighted to announce the appointment of Trent Fraser to lead the company's Australian Agave Project and International expansion.

From the vineyards of the Barossa Valley, South Australia, to the agave plantations of Jalisco, Mexico, Trent has more than two decades of experience in wine and spirits, including the last 13 years in New York with Moët Hennessy Louis Vuitton (LVMH), the world's largest luxury goods company.

Originally from Adelaide, Trent spent nearly a decade with Penfolds and Treasury Wine Estates in Australia. In 2008 he moved to New York to take up a position with Moët Hennessy within its luxury spirits portfolio, where he spent 9 years as Vice President for the iconic Champagne producer, Dom Perignon.

Staying within the Moët Hennessy wine and spirits family, Trent was then appointed to build and launch a new international tequila brand, Volcan De Mi Tierra.

Trent built Volcan from the ground up over a six-year period, guiding the strategy, branding, route-to-market and overall sales and marketing initiatives, as well as taking a hands-on approach to the establishment of the farming, harvesting and distillation side of the business. His legacy is the development of one of most respected Tequila brands in the world which is well on its way to becoming a top 5 player in its category.

TSI CEO Drew Fairchild said:

"Trent's track record of success at LVMH speaks for itself. He is the perfect person to guide and shape the development of our Australian Agave opportunity.

"We could not have found a more well-credentialled, internationally-recognised Australian in the spirits world to help TSI realise its ambition to become Australia's first globally relevant multi-branded spirits company.

"We're thrilled he shares our vision and passion to create not only Australia's first Agave spirit of global relevance, but also to help guide our spirits portfolio's entry into markets around the world."

Trent Fraser said:

"In 2015 I was honoured to be tasked to go and build a tequila brand for the esteemed LVMH luxury group. This was an absolute dream fulfilled as I was able to ignite this entrepreneurial fire within me and in a category I'm so passionate about."

"For several years I lived between Guadalajara and New York building a distillery and brand from scratch. The project completely consumes you and immediately you need to become a jack of all trades learning on the fly about areas you never even dreamt of.

"From drilling for water to IP and contractual law to working with numerous customs and cultures, we constructed a go-getting, experienced team and built a humble but strong distillery that made a fantastic spirit.

"The branding and bottle design won numerous awards and we launched into market in 2017 with many accolades and medals in top wines and spirits shows. Today I'm proud to leave behind a legacy of one of the most respected tequila brands in the world.

"I'm a very proud Aussie and the opportunity to return home to lead something so ground breaking is undeniably the main driving motivation, as is the rule-breaking, hungry and pioneering attitude of the TSI team. I'm honoured to be part of this amazing team and company.

"Before accepting this role and major life change I obviously needed to test and trial if this concept could work. The team sent to me some of its early experimental liquid and I was immediately impressed. A stunning Agave liquid profile that has been carefully nurtured to flourish outside of its native Mexico will be the next chapter in Agave's future.

"I've never been more fired up in my life to apply my agave and international spirits knowledge and learnings to create the best Australian Agave to inspire and share with the world."

Trent will commence with TSI in September. He departed his role with LVMH in June to head home. He is currently living in Portugal with his wife where he is working through the challenges of returning home given the current restrictions due to COVID. Regardless he will work remotely until such time as he is able to return to Australia.

End

This announcement was approved by the Company's Chief Executive Officer Drew Fairchild, on behalf of the Top Shelf Board.

For more information (investors and media):

For further information, please visit our investor website <https://www.topshelfgroup.com.au/investors>

or contact investor relations at info@topshelfgroup.com.au or on (03) 8317 9990

About Top Shelf

Top Shelf International is a Melbourne based distiller and marketer of premium Australian spirits, with distinctive brands in NED Australian Whisky and GRAINSHAKER Hand Made Australian Vodka. The Company has a track record of success creating high quality, premium Australian products and brands; each in its own way encapsulating a distinctive Aussie attitude, social experience and flavour profile.

Top Shelf has the largest dedicated whisky distillery in Australia as well as a dedicated vodka column and pot still. The Company has expertise in the development and production of distilled spirits, undertakes a significant level research and development and operates modern fermentation, distillation and packaging facilities in Campbellfield, Victoria.

The Company is developing Australia's first agave spirit range and is developing an Agave farm in The Whitsundays region of Queensland specifically chosen for the suitability of its climate for growing blue agave. In development of the farm the Company has committed to the application of up-to-date and innovative horticultural practices.

In addition to distilling and manufacturing its own portfolio of spirit brands, Top Shelf also provides canning, bottling and packaging services to a range of customers.