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Market Announcement

22 March 2021

Paradise Beverages renews focus on export markets & leadership changes

Leading Fijian beverages company Paradise Beverages (**PBF**) has renewed its focus on export markets for its award-winning, locally produced spirits.

Ongoing travel restrictions associated with the COVID-19 global pandemic have effectively shut-down the international tourism market in Fiji. In response, PBF is looking at options to make its globally renowned RATU and BATI rums available to international consumers in their home markets.

Supporting this focus on export opportunities is a change in reporting to move the PBF business closer to Coca-Cola Amatil's International Team, which is focused with taking PBF's products to the world. Michael Spencer, General Manager of Paradise Beverages, will now report directly into Wendy Rayner, General Manager of Strategy & Brand on Amatil's Pacific Leadership Team.

Wendy Rayner has over 25 years' experience in sales and marketing, including being awarded New Zealand's marketer of the year in 2012. With responsibility for Amatil's International Alcohol Sales Team, Wendy Rayner will be guiding Mike Spencer and his team as they continue to optimise PBF's brewing and distilling credentials within Fiji and to take its much-loved products to the world.

Yours faithfully,

Betty Ivanoff
Chairman

Vinish Singh
Company Secretary