



TREASURY WINE ESTATES

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MEDIA RELEASE

Treasury Wine Estates Selects Mark Anthony Wine & Spirits as its exclusive Importer and Distributor in Canada

Treasury Wine Estates Ltd (TWE) today announced that it will appoint market leader, Mark Anthony Wine & Spirits (Mark Anthony), to exclusively import and distribute its portfolio of iconic wines in Canada, with the objective to accelerate growth in the Canadian market.

The strategic partnership combines Mark Anthony's 40+ years of fine wine expertise in the Canadian market with TWE's leading portfolio of brands, including Beringer, Penfolds and Wolf Blass. Together Mark Anthony and TWE will work to transform the landscape of the Canadian fine wine industry to provide an unmatched offering of brands for Canadian customers and consumers.

Commenting on the new partnership, TWE President – Americas Bob Spooner said, "Mark Anthony is clearly the fine wine market leader in Canada and is perfectly positioned to maximize the potential of our brands with a unique go-to-market strategy that will differentiate our portfolio in the ever-changing and increasingly competitive Canadian market. As fine wine producers themselves, Mark Anthony acts and thinks differently to other distributors and we are proud to have them leading our import and distribution strategy in Canada. Our Australian and American wine portfolio will be a great complement to their portfolio."

Established in 1972, Mark Anthony is the premier fine wine and spirits distributor in Canada with a proven track record of building brands for carefully selected partners from around the world. Today, Mark Anthony remains a private, family-owned business with a deep history in fine wine and tremendous pride in being 100% Canadian-owned, a distinction of growing importance as the Canadian market changes. Import wine is a cornerstone of Mark Anthony's business, and the portfolio of TWE wine brands will benefit from being represented by one of the largest full service organizations in Canada for premium wine, spirits and import beer.

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“The Canadian marketplace is unique in the world. Many have realized it is impossible to sell luxury fine wines in Canada as a simple extension of a spirits distribution business. We are the fine wine experts in this market with established distribution channels, a long-term growth horizon, and a proven track record of building luxury fine wine brands. Mark Anthony is uniquely positioned to compete effectively in all trade channels, and we see tremendous growth opportunities ahead for TWE. Our pioneering efforts created the Canadian premium wine market and we are committed to continuous innovation to provide exceptional levels of service and expertise to our partners,” said Anthony von Mandl, Founder and Chief Executive Officer, Mark Anthony Wine & Spirits.

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For further information, contact:

Carolyn Coon, Director, Corporate Communications, Treasury Wine Estates
T: +61 3 8533 3923 / M: +61 405 183 628 / E: carolyn.coon@tweglobal.com

Ian Galbraith, Director, Corporate Communications, Mark Anthony Wine & Spirits
T: +1 604 269 7017 / M: +1 604 809 1045 / E: lgalbraith@markanthony.com