

Founders First Media Release

27 November 2018

A New Era – Former “Big Beer” Executive & AFL Club Port Adelaide CEO, Mark Haysman to lead independent craft accelerator, Founders First.

Rapidly emerging craft business accelerator, Founders First, has appointed former Carlton & United Breweries (AB Inbev) executive and CEO of Port Adelaide Football Club, Mark Haysman, as its Chief Executive and Managing Director.

With a wealth of expertise and industry experience, and an impressive business network, Mark and the Founders First team aim to disrupt the craft beverages industry with a unique model of business acceleration that enables businesses to remain proudly independent.

Firmly grounded in the philosophy of backing founders in the craft beer and spirits industry; Founders First partners with ambitious entrepreneurs by providing growth capital and low cost business solutions that include best in class sales, distribution and marketing capability.

Whilst at Carlton & United Breweries, Mark led the largest and most successful liquor sales team in the country. In addition, Mark led a key strategic intervention to rebalance the investment portfolio, catalysing both the turnaround of the Australian business in 2016 and the subsequent acquisition of 4 Pines and Pirate Life in 2017. He is now set to build out the Founders First National Sales team in support of partner businesses.

Founders First Chairman, Robin Levison, commented; “We are very excited about the appointment of Mark to the Chief Executive and Managing Director role. Mark has a blue chip CV, with a professional career that spans over 25 years. He has extensive executive experience within global corporations, as well as relevant business insights and deep customer relationships across the beverages, retail and hospitality industries. These credentials will be particularly relevant as we embark on an ambitious and steep growth agenda over the next few years.”

Founding director and CFO, Stuart Morton, sees Mark’s appointment as especially timely as the business experiences escalating demand for its services despite its low profile. Stuart went on to say: “Yes, we have been busy, inundated with enquiries as craft businesses out there are reaching out to solve two of the biggest challenges they have - access to capital, and support to grow sales, distribution, and marketing of their brands - and of course, retaining their independence at the same time. With Mark coming on board, we will be in an even stronger position to partner with, and invest in, these beer and spirits businesses and support their growth aspirations.”

The rapid growth of business partner, Jetty Road Brewery, has proven the concept and value of the Founders First business model. Following an initial investment nearly 12 months ago, the Brewery has emerged as one of the fastest growing craft businesses in the Mornington Peninsula. Jetty Road Brewery’s Dromana based venue has become important to the fabric of the local community and its newly built brewery is now close to operational. Stuart adds: “We look forward to working with Grant, Blake and the Jetty Road team to grow their business further over the next few years. Bringing Mark on board will certainly help with that!”

Mark will start immediately, and is looking forward to the opportunity.

“I am super excited to join the Founders First team. I am very passionate about the craft space, and hospitality more generally, and see significant growth potential within these super-premium and

speciality brands. Seeing entrepreneurs with the courage to dream big and put everything on the line to make that dream a reality – well I admire that. I am keen to help these founders succeed. With their commitment, passion and energy and our experience, expertise and networks, together we are a formidable team.”

As CEO of the Port Adelaide Football Club, Mark played a dominant and influential role in the successful return of AFL football to Adelaide Oval, triggering incremental stadium returns and an immediate funding package for the Club to enable the rebuild of capability to nationally competitive levels.

Prior to his time at PAFC, Mark spent 14 years at Lion Nathan, 7 years at Deloitte, and remains a Member of the Institute of Chartered Accountants in Australia.

-ends-

For further media information contact:

Contact name – Mark Haysman

Email – mark@foundersfirst.group

Phone number – 0438 266 705

ABOUT FOUNDERS FIRST

Founders First is a recently formed, Australian owned business accelerator that is focused on growing independent breweries and distilleries and celebrating quality craftsmanship.

www.FoundersFirst.group

www.jettyroad.com.au/