

## PRESS RELEASE

For release on January 3<sup>rd</sup> 2023

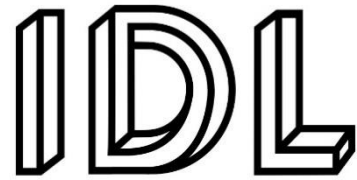
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We would like to announce Idyll Wine Co's name change effective from January 3<sup>rd</sup> 2023. Idyll Wine Co. will begin officially trading as IDL on January 3<sup>rd</sup>.

So what does IDL mean? IDL is pronounced as three individual letters: I – D – L. The acronym is flexible and has many variations. Possibilities include Invent Develop Launch, Imagination Doubts Limitation, Industrial Dream League, Innovative Drinks Laboratory, Inspired Drink Leaders, and Imagination Done Loud. The acronyms are interchangeable and will always reflect our company mission and values.

This name change is an exciting time for our company as we move forward with our mission to become leaders in the beverage industry. The name change cements our diversification strategy as we position ourselves as more than just a winery. With a growing portfolio of cider, ready-to-drink spirit-based products, non-alcoholic products, increased manufacturing capabilities including kegging, canning, bottling and a new product development team, the Idyll Wine Co name no longer reflected the innovative, forward-thinking and dynamic nature of our daily operations.

IDL is positioned as a turn-key beverage manufacturing solutions provider for clients all over the world. Idyll was the original name of the vineyard where our site operates, so we have chosen IDL as a play on words with this heritage in mind.

Many of Australia's most well-loved and well-known beverage products have been developed and packaged by IDL. The products we create and package are sold domestically and internationally.

IDL is a regional Geelong employer with 170 staff employed at our Moorabool Valley manufacturing facility. Our continued company growth is an exciting time as we continue to provide employment opportunities within the region.