

Stryda Brewing Holdings Group Pty Ltd

CROWD-SOURCED FUNDING OFFER DOCUMENT

Dated 14 January 2025

Offer of fully-paid ordinary shares in Stryda Brewing Holdings Group Pty Ltd at \$0.90c per share to raise a maximum of \$1,984,234.50

This crowd-sourced funding (CSF) offer relates to the Offer of fully-paid ordinary shares in Stryda Brewing Holdings Group Pty Ltd. The Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act)

Issuer:

Stryda Brewing Holdings Group Pty Ltd (ACN 682 527 582)

Intermediary

Birchal Financial Services Pty Ltd ACN 621 812 646 AFSL 502618

Always consider the offer document and the general CSF risk warning before investing



Stryda®



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RISK WARNING

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.





INFORMATION ABOUT THE COMPANY





WE INVITE YOU TO BECOME A STRYDAN

Hi there,

I'm David Gibson, CEO of Stryda Group. I want to share what drives us at Stryda and invite you to be a part of our family and community. Stryda is built on the idea of boldly taking on the big players in the Aussie mainstream beer industry by doing things our way — with authenticity, a bold attitude, and a commitment to quality that's second to none.

My background has always been about creating success from the ground up, and when we launched Stryda, the goal was clear: to build a brand that doesn't just compete but stands out as a true underdog with heart. Our products are more than just a drink to us; it's a way to bring people together, to celebrate life's moments, and to make a lasting mark, a true legacy brand.

But I'm not doing this alone. We've brought together a team of industry leaders — from our brewing team to marketers, hospitality experts, and seasoned strategists with a proven track record — all of whom share a passion for creating a unique, community-driven brand that stands for something.

With co-owner Nick Kyrgios at the helm, we're pushing boundaries, making a brand that's bold, modern, cool, and proudly Australian; a brand we can put on the global map & do Aussies proud.

We're not just here to make a great brand; we're here to challenge the norms and give the community something they can believe in. This offer is your chance to join us on our mission to shake things up, grow Stryda into a brand name that's recognised far and wide, and ultimately, become a co-owner in something bold and exciting.

& JOIN OUR MOVEMENT TO SHAKE UP THE BEER INDUSTRY IN A WAY THAT HAS NEVER BEEN SEEN BEFORE

Our strategy extends well beyond beer. Stryda's business model is anchored in owned and leased venues, breweries, and real estate assets, ensuring diverse revenue streams and lasting stability.

Key locations, such as our recently acquired Wagga Wagga brewery for \$3M+ and the upcoming VIP brewery and distillery in Glenorie, set to open by Q4 2025, are designed to serve as hubs for unforgettable experiences and meaningful community connections. Additionally, we plan to expand our footprint with more tap rooms and venues, further enhancing our brand presence and consumer engagement.

Our multi-faceted strategy includes plans to expand into whisky, spirits, and international markets. As we continue to grow, we're committed to creating exceptional opportunities for our investors.

With a passionate community of fans and this exclusive offer, you have the chance to join Stryda's journey as a shareholder.

Our team is driven, and our vision is bold and clear: together, we can redefine what an Australian beer brand can achieve on a global stage.

If you share our excitement about Stryda's potential, we'd be thrilled to have you with us. Join us in building something extraordinary—something that will not only transform the Aussie beer scene but also leave a lasting legacy.

We look forward to welcoming you on board [#BecomeaStrydan](#)

David Gibson
CEO/Founder



COMPANY DETAILS

This offer of shares is made by Stryda Brewing Holdings Group Pty Ltd ACN 682 527 582

Company name	Stryda Brewing Holdings Group Pty Ltd ACN 682 527 582
ACN	682 527 582
Registered office	Level 24, 1 O’Connell Street, Sydney, NSW 2000
Principal place of business	233–237 Military Road Cremorne, NSW, 2090
Date of incorporation	21 November 2024
Directors	David Gibson; James Boustani
Subsidiaries	Stryda Wagga Property Pty Ltd ACN 682 356 298 (100% wholly owned) Stryda Wagga Employee Group Pty Ltd ACN 682 769 884 (100% wholly owned) Stryda Brewing Co Pty Ltd ACN 664 151 606 (100% wholly owned) Stryda IP Pty Ltd ACN 682 454 360 (100% wholly owned)
Related Entities	Gibson Holdings Investment Pty Ltd ACN 640 199 177
Website	https://strydabrewingco.com/





INTRODUCING STRYDA

Stryda is unlike any other beer brand in the market today. Built on a foundation of financial stability, community strength, and a culture of giving back, we stand apart with a bold vision and innovative approach to business. At our core, Stryda is more than just a beer brand—we're reshaping the industry by anchoring our growth in real estate acquisitions and a modern, edgy, and urban brand identity with a very aggressive marketing strategy.

This is a brand like you have never seen before!

What makes Stryda unique is our diversified business model and our go to market strategy. While most beer brands rely solely on beer sales, Stryda is a real estate-driven enterprise. We have just taken ownership and the operations of the Thirsty Crow Brewery in Wagga Wagga. Our vision is to commence construction of the council approved VIP brewery, distillery and tasting centre in Glenorie in Q1 2025 and to purchase further pubs, tap rooms & breweries in the future. This ensures we are in control of creating exceptional Stryda experiences

Our revenue streams extend beyond beer, with revenue from owned venues, international exports—starting with our first shipment to India—with high demand for our growing merchandise line. Our reach is global!!

Our ambition is clear: to put an Australian beer brand on the global stage and make Aussies proud – A brand that Aussies can stand behind.

We're not stopping at beer, either. We aim to expand into whisky and other spirits, with a proposed VIP brewery and distillery in Glenorie, positioning ourselves to carve out a larger slice of the alcohol category.

At Stryda, we believe in giving back. From investing in community sports to fostering local connections, we're driven by a commitment to create a positive impact.

With a vision for global domination, diverse revenue streams, and a mission to redefine what an Australian beer brand can be, Stryda is here to shake up the industry and inspire the next generation of beer lovers, bring people back to beer and be a brand that will grow with its community.





MISSION

TO BUILD A BOLD, POWERFUL, COMMUNITY-DRIVEN BRAND
THAT REDEFINES THE AUSSIE BEER EXPERIENCE AND PROUDLY
PUTS AUSTRALIAN BEER ON THE GLOBAL MAP



THE STRYDA STRATEGY TO ACHIEVE OUR MISSION



01 – Redefining Beer Culture in Australia

Stryda is an Australian-owned and produced beer brand on a mission to make a global impact.

Co-owned by Nick Kyrgios (15% shareholder in Stryda Brewing Holdings Group Pty Ltd), Stryda is setting out to redefine the industry with a big impact, passion for quality, innovation & edgy, urban and adventurous culture.

With Nick Kyrgios as co-owner & brand ambassador leading our brand efforts, we're positioning Stryda to challenge the best of the best!



Thirsty Crow Brewery, tap room just purchased for \$3M+



Stryda VIP Brewery & Distillery in Glenorie set to open Q4 2025

Conceptual image for illustrative purposes only. The Stryda VIP Brewery & Distillery in Glenorie premises is currently under development.

THE STRYDA STRATEGY TO ACHIEVE OUR MISSION

02

02 – Building a Multi-Faceted Business for Sustainable Growth

Stryda is more than just a beer brand. We plan to invest in owned and leased hospitality venues and real estate assets as part of our growth strategy, creating spaces that not only serve great beer but offer consistently fantastic experiences.

Our recent acquisition of the landmark Thirsty Crow brewery and tap room in Wagga Wagga on a 2,500SQM site and our vision for the planned 20+ year leased VIP brewery and distillery in Glenorie is just the start.

The VIP brewery and distillery in Glenorie has been approved by council and is currently under development.



THE STRYDA STRATEGY TO ACHIEVE OUR MISSION

03 & 04



03 – Supporting Community and Connection

At Stryda, we are committed to strategic sponsorships & partnerships that resonate with our audience, amplify our brand, and celebrate our community.

From global events like Ultra Music Festival to local sporting events, these partnerships showcase the Stryda spirit—bold, energetic, and authentically Australian. By aligning with events and sports that inspire, we're ensuring Stryda becomes a brand seen, heard, and loved by beer drinkers everywhere.

04 – Expanding into Whisky, Spirits, and International Markets

Stryda is laying the groundwork for expansion into whisky and other spirits, aiming to capture a larger share of the alcohol industry with a diverse product lineup. Our planned VIP Brewery and Distillery in Glenorie will be capable of producing 50,000 litres of Whisky and 50,000 litres of Gin annually.

We aim to grow our presence in international markets alongside our strong domestic foundation, where we see demand for authentic, high-quality Australian brands. This diversification solidifies Stryda's position as a truly global contender in the beverage industry.



MAJOR MILESTONES SO FAR

WE ARE MOVING QUICKLY AND
HAVE ONLY JUST STARTED

STRONG FOUNDATION

Stryda soft launch,
market testing,
product seeding,
supply chain set up,
pricing chain set up



Q4 23

EXCLUSIVE BEER SPONSOR

Ultra Music Festival
Melbourne & Gold
Coast – 25K tickets
sold



MAR 24

WHOLESALE RANGING

All major liquor
wholesalers now
range Stryda,
opening up
distribution to major
Independent
retilers



SEP 23

NICK KYRGIOS CO-OWNER

Nick Kyrgios joins as
co-owner and
brand ambassador,
driving mass brand
awareness and
sales ramp up.



OCT 24

DAN MURPHYS RANGING

Partnered with Dan
Murphys for
National on-line
ranging

Significant uptake in
Independent
retailers



OCT 24

REAL ESTATE VENUES

Purchased Thirsty
Crow Brewery & tap
room Wagga
Wagga and
received council
approval for our VIP
Brewery and Distiller
in Glenorie



NOV 24



INTRODUCING NICK KYRGIOS

CO-OWNER & BRAND AMBASSADOR

A Kyrgios' Stryda Beer partnership represents more than just a collaboration between athlete and brand; it symbolises a shared commitment to breaking barriers & defying expectations.

As part of the DNA of Stryda, we are:

- Ignoring stuffy conventions & challenging the category norms
- Creating a contemporary , modern & urban take on beer that resonates with a new generation of beer drinkers
- Disrupting the beverage industry, delivering an experience that is as exhilarating as it is refreshing.

This is a family focused brand where Nick as co-owner and Brand Ambassador will help spearhead Stryda's assault on the Australian and International market, driving extensive brand awareness and growth.

He is fully committed and involved in promoting Stryda and will be the face of the brand in advertising assets, POS and at key brand events.



Daily Mail
Tennis icon
joins Stryda

The Daily Telegraph
My lager than
life business
interests



Nick
Kyrgios
Co-Owner Of Stryda



BREWERY & VENUE IN WAGGA WAGGA PURCHASED FOR \$3M+

This monumental purchase is a game-changer, positioning Stryda as the proud steward of a true regional gem. The sale has been finalised and includes the property, brewery facilities, stock and all operational assets and the venue is currently open to the public. At Stryda, community is at the core of everything we do, with a special focus on regional towns like Wagga Wagga, a dynamic hub of growth.

We're all-in on supporting the people of Wagga Wagga, aiming to bring something truly extraordinary to the region and deliver top-notch experiences that will resonate with locals and visitors alike.

This acquisition marks a significant step forward in our mission to redefine the Aussie beer experience. This landmark venue, spanning over 2,500 square meters is part of our strategy to build and strengthen a diverse real-estate portfolio that aligns with our operational needs and opens up tremendous opportunities for growth and innovation.

The acquisition includes brewing facilities capable of producing 1 million litres of beer annually, which supports our goal of expanding production capacity and operational capabilities.

Out of this facility, we will introduce a diverse range of beer styles and exciting limited-edition beers, catering to the evolving tastes of our customers. Our aim is to consolidate brewing operations at this site to enhance efficiency, scale production and boost profitability

Beyond beer production, this venue offers another valuable revenue stream. By owning and operating this iconic property, we ensure long-term stability while also unlocking opportunities for development.

Plans are already underway to renovate and enhance the space, further increasing the property's value and creating an even better experience for our community.





**AUSTRALIAN
MADE & OWNED**

2.2% ONLY

71

CALORIES



**PREMIUM BOLD
DESIGN**

**MODERNISING
BEER FOR
MILLENNIALS**

**LOW IBU
12 FOR 4.4% &
9 FOR 2.2%**

4.4% ABV

2.2% ABV

**SESSIONABLE &
BALANCED**



**SELLING OUT
WHERE RANGED**

CURRENT PRODUCT RANGE



NEW PRODUCT PIPELINE



**2025
3.5%
SUPER CRISP**



**2025
3.5%
PALE ALE**



OUR CURRENT STRYDA RANGE

We're passionate about creating perfectly balanced and sessionable beers, designed to elevate the beer drinking experience:

- **Preservative free**
- **Crisp, refreshing, easy drinking**
- **Accessibly priced, making them perfect for any occasion**

Stryda 4.4% ABV Lager

Preservative free, full-flavoured yet refreshingly easy-drinking experience, that never compromises on taste.

Stryda 2.2% ABV Lager

In recent times, we are one of the first to evolve into a 2.2% ABV Lager

Preservative free. Only 71 calories and low carb, whilst maintaining the flavour of our 4.4% signature lager.

A world of taste during low-alcohol occasions.





OUR PRODUCTS HAVE RECEIVED GREAT REVIEWS



THE BEST BEER!!

Nice and refreshing!! Great quality and a big hit at our family bbq!!



LESS BLOATING THAN OTHER BEERS!!

Such an easy drinking beer and so refreshing. It's not as bloating either.



CRISP AND REFRESHING WITH A TOUCH OF COMPLEXITY!

It's a refreshing lager, with a nice crisp finish. It has a nice depth of flavor which is missing from some of the more popular lagers on the market. A nice drinking experience and decent for a session. I like the fact it's 100% Aussie made.



BEYOND OUR BEER, STRYDA IS A COMMUNITY FOCUSED BRAND

Beyond our products, we also run and sponsor immersive events, bringing people together to share great beer and build strong connections, which adds extra value to our brand and customer loyalty.





KEY TRENDS SHAPING THE ALCOHOL INDUSTRY

While overall alcohol consumption per capita in Australia has been declining over the past decade, beer remains the largest segment in the alcohol market, with nearly 7 million Australians—39% of all alcohol consumers—enjoying beer*. This positions beer as a staple choice, with significant opportunities for brands that adapt to changing consumer values.

The Australian beer industry, like many others worldwide, is evolving as consumer preferences shift toward healthier and more mindful drinking habits.

By 2026, Gen Z and Millennials will make up 52% of the drinking-age population, replacing Boomers as the primary consumer demographic*.

This generational shift brings new preferences and expectations.

Health-conscious consumers are increasingly interested in low- and no-alcohol beer options, aligning with the “mindful drinking” movement, which prioritises social enjoyment and flavour over alcohol content. This trend provides a unique opportunity for brands offering quality, taste, and experience without solely relying on high alcohol content.

Economic factors, such as inflation, cost-of-living pressures, and stagnant wage growth, are influencing how Australians spend on alcohol. Consumers are seeking value, quality, and a brand experience that aligns with their lifestyles.

*Source: Australia State of the Nation Report Nov 2023. AZTEC





ON TREND AND ON POINT: STRYDA'S MODERN APPROACH TO BEER

As a bold and disruptive brand, Stryda is positioned outside the craft category, offering a premium beer at accessible prices, making it an appealing choice for the modern, value-driven consumer.

Our brand is aligned with contemporary drinking trends and the mindful drinking movement, with a range that resonates with Millennial and Gen Z tastes and lifestyles.

Stryda's modern and cool edge and community engagement differentiates us from traditional brands, catering to the emerging needs of a socially conscious generation.

Our goal is to lead the Australian beer industry forward by adapting to changing market dynamics and meeting the evolving preferences of a new generation of consumers, all while challenging the status quo and delivering exceptional value.





OVERVIEW OF THE BUSINESS MODEL

Stryda is based on a solid financial foundation, good culture, strength of community and altruistic goals, all underpinned with real estate, targeted marketing and a sustainable business model.

At Stryda, we thrive on diversified revenue streams including:

- Revenue through wholesale distribution
- Direct-to-consumer sales
- Venue revenue
- Online merchandise store
- International exports

To ensure sustainable growth, Stryda has implemented a multi-pronged strategy under the Stryda Brewing Holdings Group Pty Ltd banner. This structure includes four distinct legal entities:

- 1. Stryda Wagga Employee Group Pty Ltd**
Pays the employees
- 2. Stryda Wagga Property Pty Ltd:**
Owning the real estate asset in Wagga Wagga, securing the brand's future with a strong foundation.
- 3. Stryda Brewing Co Pty Ltd:**
Manages employees, logistics, inventory, stock, and Wagga lease, ensuring smooth operations.
- 4. Stryda IP Pty Ltd:** Owns and protects the brand integrity.

As an investor in Stryda Brewing Holdings Group Pty Ltd, you will share the benefit of the performance of each subsidiary.





WHAT'S NEXT FOR STRYDA

MOVING INTO 2025

Continuous marketing campaign, building distribution and brand awareness nationally and Internationally

SUMMER OF TENNIS

Strong marketing and brand awareness campaign for Summer of Tennis and AO

PROPERTY DEVELOPMENT

Upgrades to Thirsty Crow Property and construction of Glenorie property commences

RAMPING UP PRODUCTION, NPD, SALES & DISTRIBUTION

New product development and expanding distribution points

ULTRA MUSIC FESTIVAL

Exclusive beer sponsor of Ultra Music Festival Melbourne & Gold Coast

INTERNATIONAL MARKETS

Push into International markets, starting with India distribution

TAP ROOMS

Planned acquisitions and onboarding of new tap rooms and venues

STRYDA WHISKY

Hard launch of Glenorie Property, Stryda Whisky range and whisky membership club



JAN 25



Q1 2025



Q1 2025



Q2 2025



Q2 2025



Q3 2025



Q4 2025



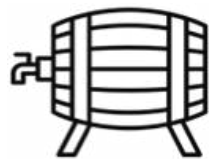
GOALS FOR THE VIP BREWERY & DISTILLERY IN GLENORIE



Exponential Brand Equity
Physical Brand House
Tasting Centre



Distillery
50,000 Litres Whisky &
50,000 Litres of Gin Annually



Brewery
50,000 Litres
Annually



Whisky Club
1,000 Members
Annually

Current progress: Approved by council on 22nd Nov 2024. We are preparing all the documentation working towards a planned construction start in Q1 2025

Land has been acquired by one of the founders family trust.

Approx cost to build: \$3.5M+.



VIP Brewery & Distillery in Glenorie – Estimated opening Q4 2025
Conceptual render for illustration purposes only

INTRODUCING THE STRYDA WHISKY CLUB

We are planning to offer the following benefits to members of the Whisky Club:

- Monthly bottle of premium & rare whisky
- 5L personalised whisky barrel
- 3 VIP whisky tasting events annually
- Discounted retail whisky
- Priority notice of events & early registration

1,000 spots available per location:

- Glenorie VIP Brewery & Distillery.
- Thirsty Crow Brewery, Wagga Wagga.

Membership Cost: Approximately \$2,500/year





MARKETING PLAN

BRAND MISSION

To build a bold, powerful community-driven brand that redefines the Aussie beer experience and proudly puts an Australian beer brand on the global map

KEY STRATEGIC TASKS

BUILD BRAND AWARENESS & TRIAL

- DRIVE BRAND AMPLIFICATION VIA NICK KYRGIOS'S LARGE SOCIAL MEDIA FOLLOWING & EMBED HIM THROUGHOUT ALL STRYDA BRAND TOUCHPOINTS
- FOCUS ON EXPERIENTIAL & SPONSORSHIPS THAT ARE COMMUNITY FOCUSED, AMPLIFIED VIA SOCIAL & DIGITAL
- DRIVE YEAR-ROUND AWARENESS VIA AN ENGAGING ALWAYS ON SOCIAL & DIGITAL CAMPAIGN PLUS MEDIA PARTNERSHIPS
- UTILISE KEY INFLUENCERS (CELEBRITIES & SPORTS STARS), OUR OWNED PROPERTIES & PR TO DRIVE BRAND CREDIBILITY FROM CREDIBLE 3RD PARTIES

VISIBILITY AT POINT OF PURCHASE

- DRIVE BRAND VISIBILITY AT THE POINT OF PURCHASE (OFF & ON PREMISE) THROUGH A CORE VISIBILITY SUITE & ON GROUND FIELD TEAM.
- IMPLEMENT A ROBUST KEY TRADING PERIOD STRATEGY & PROMOTIONAL PROGRAM THAT TAPS INTO CUSTOMER OWNED PROGRAMS
- OFFER EXCITING PROMOTIONS THAT DRIVE BRAND LOYALTY & MEET CUSTOMER OBJECTIVES – SUPPORTED WITH OFF LOCATION DISPLAYS, CATALOGUE & ON-LINE RETAILER PRESENCE TO DRIVE TRIAL IN STORE





ORGANISATIONAL STRUCTURE

David Gibson	CEO/Director/Founder	Company Strategy
James Boustani	Director/Founder	Company Strategy
Riaz Shalla	Head Brewer/Operations Manager	Operations
Kirsty Basman	Marketing Director	Brand strategy, marketing
David Mullen	Sales Director	Sales manager, customer liaison
Zita Allan	Legal Affairs	Legal Counsel
Isobel Darmody	Chief Financial Officer	Oversees all financial aspect of Stryda
Lisa Jenkins	Book keep and accounts	Accounts payable, accounts receivable and book keeping
Matthew Georges	Head of Social (consultant)	Social media planning, creative development & monitoring
Aaron Giuliano	Head of Design (consultant)	Creative designer



DIRECTORS AND SENIOR MANAGEMENT

We're building a team of exceptional humans to help us achieve our global ambitions.



David Gibson

Co-Founder, Director and CEO,
Stryda Brewing Co.

David Gibson is a seasoned entrepreneur with a track record of building successful businesses across diverse industries from the ground up

Known for his relentless drive and a winning-is-the-only-option attitude, David has now set his sights on transforming Stryda Beer into a global powerhouse brand.

With his vision and leadership, Stryda is poised to disrupt the beer industry and make an indelible mark both in Australia and worldwide. David's unwavering commitment to excellence and innovation is at the heart of Stryda's mission to redefine what a modern beer brand can be.



James Boustani

Director and Co-Founder,
Stryda Brewing Co.

James Boustani is a community-focused leader with over 15 years in hospitality, progressing to venue management, he co-founded the Boustani Group, operating some of Sydney's top venues.

James also co-founded a rugby league academy, supporting talent across all ages. Now, as a director and co-founder of Stryda Beer, he brings his dedication to community and passion for exceptional experiences to the Stryda brand.



OUR TEAM

DIRECTORS AND SENIOR MANAGERS



Kirsty Basman

Marketing Director,
Senior Manager,

With over 14 years in the alcohol industry, Kirsty brings a wealth of experience and proven success to Stryda Brewing Co. As the former Marketing Manager at Campari for 13 years, she was instrumental in the rise of Aperol Spritz in Australia, launching it to become one of the nation’s most successful and beloved brands.

Kirsty has also driven impactful campaigns for iconic labels like Wild Turkey, collaborating with celebrity ambassador Matthew McConaughey.

Now at Stryda, Kirsty is setting her sights on building a fresh, daring brand that resonates with modern Aussies. Her passion for bold marketing and her expertise with celebrated global brands make her a powerhouse in leading Stryda’s marketing journey.



David Mullen

Head of Sales, Senior Manager

Dave Mullen is a seasoned sales leader with 10+ years of experience in the alcohol industry, working with some of the sector’s leading brands.

At Stryda, Dave is driven by his passion for building high-performing sales teams and delivering exceptional, personalised service to customers.

His expertise in fostering strong client relationships and leading dynamic teams ensures that Stryda’s sales efforts align with the brand’s bold vision, resonating with customers across the market.



Riaz Shalla

Head Brewer and Operations
Manager, Senior Manager

Riaz Shalla brings a wealth of knowledge and brewing expertise to Stryda Brewing Co., where he oversees brewing operations and leads beer creation. Previously, Riaz ran and operated an independent brewery in Sydney gaining a reputation for his commitment to quality and innovative brewing.

Now at Stryda, Riaz combines his technical skill and passion for beer of all styles to create perfectly balanced, great-tasting brews that embody Stryda’s bold and adventurous spirit.



OUR TEAM

OTHER TEAM MEMBERS/ADVISORS



Isobel Darmody

Chief Financial Officer

Isobel Darmody is an agile and forward-thinking CFO with over 20 years of experience across local and international markets. Her expertise spans diverse industries, including professional and legal services, mining, hospitality, and technology. Known for her dedication to adding value, Isobel excels in streamlining financial operations and crafting growth strategies that drive sustainable business expansion.

At Stryda, she leverages her background in supporting startups and mid-tier companies to solidify Stryda's financial foundation and support its ambitious growth trajectory



Zita Allen

Corporate Counsel

Zita Allen brings 15 years of diverse experience across government relations, politics, and private sector law to her role as Corporate Counsel at Stryda. Specializing in business structuring, mergers and acquisitions, contracts, intellectual property, employment law, and compliance, Zita is dedicated to safeguarding Stryda's interests.

With her expertise in legal risk management and strategic counsel, Zita plays a critical role in minimizing risks, maximizing profits, and driving Stryda's business goals forward.



OUR TEAM

OTHER TEAM MEMBERS/ADVISORS



Aaron Giuliano

Head of Design

Aaron is Stryda's Graphic Designer and Creative Lead, bringing over 15 years of expertise in graphic design and brand-building.

Known for his creative vision and meticulous attention to detail, Aaron shapes Stryda's visual identity, delivering bold and dynamic designs that align with the brand's innovative and edgy personality.

His extensive experience enables him to create impactful, memorable visuals that resonate with Stryda's audience.



Matthew Georges

Head of Social

Matthew Georges is the Head of Socials and Head Creative at Stryda Beer, where he spearheads social strategy and creative direction.

With a versatile skill set encompassing digital strategy, creative content creation, and social media marketing, Matthew crafts impactful campaigns that resonate with audiences.

His expertise spans creative concept design, photography, and videography—making him a key driver of Stryda's bold, edgy brand presence in the digital landscape.



Nick Kyrgios

Co-owner & Brand Ambassador

Nick Kyrgios is a global brand powerhouse and is one of Australia's most electrifying tennis talents, known for his powerful serve, unfiltered personality, and competitive passion.

Known for his amazing talent, Nick has a reputation for challenging the status quo, Nick is recognised globally. As co-owner of Stryda Brewing Co., he brings his edgy style, high energy, and authenticity to the brand. Nick's influence at Stryda aims to create a distinctive beer experience that resonates with a new generation of Aussies who value genuine, boundary-pushing brands.

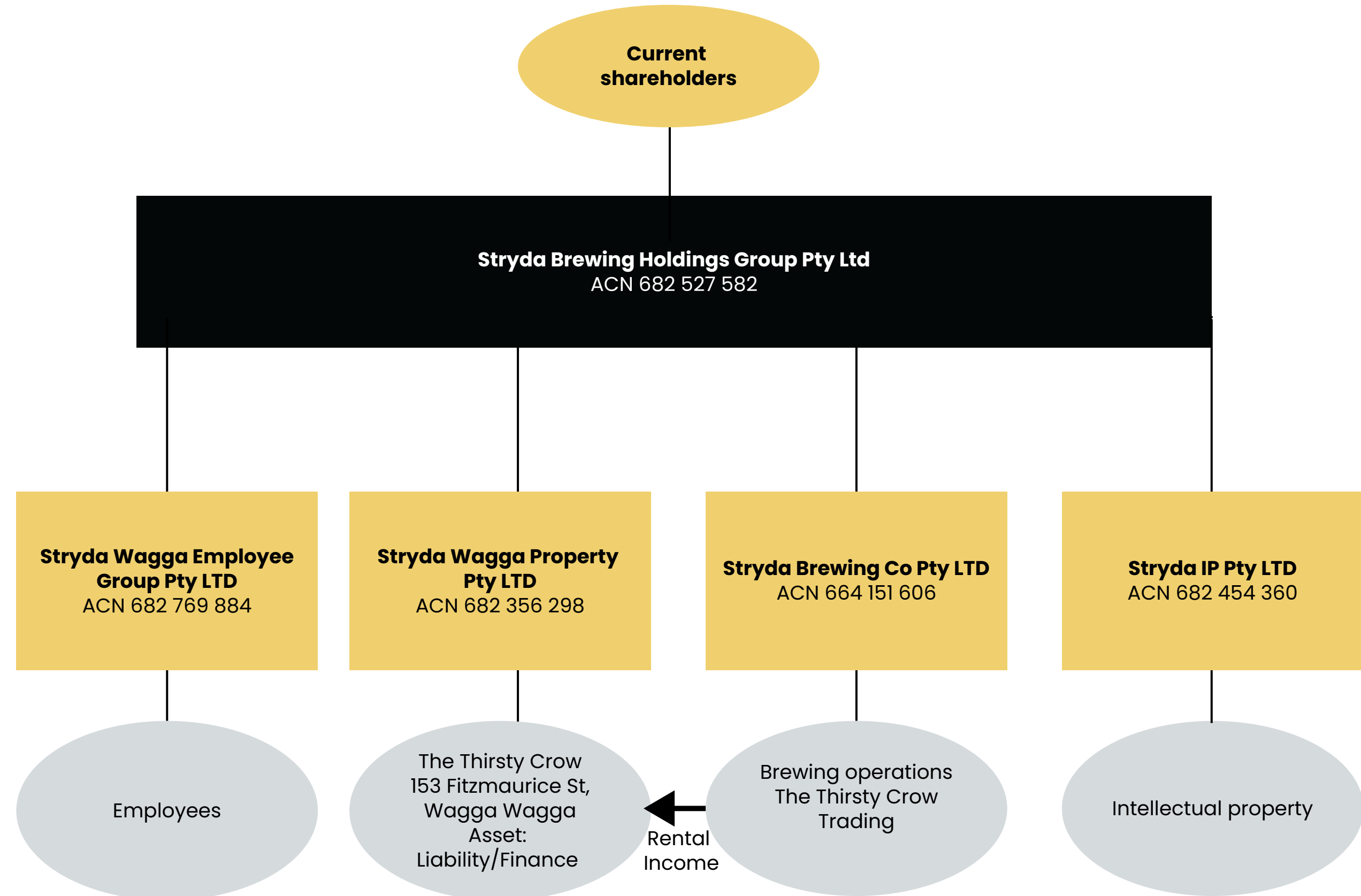


STRYDA GROUP STRUCTURE

Stryda Brewing Holdings Group structure:

Stryda Brewing Holdings Group Pty Ltd ACN 682 527 582 is the holding company of the Stryda Group and 100% owns:

- Stryda Wagga Employee Group Pty Ltd holds the employee contracts
- Stryda Wagga Property Pty Ltd which 100% owns the brewery in Wagga Wagga, and
- Stryda Brewing Co Pty Ltd which runs the brewing and sales operations of Stryda beer and lease at Wagga Wagga
- Stryda IP Pty Ltd which 100% owns the trademarks of Stryda.



Australian Tax Consolidated Group
As an investor in Stryda Brewing Holdings Group Pty Ltd, you will share the benefit of the performance of each subsidiary



OTHER RELATED PARTIES

Gibson Holdings Investment Pty Ltd ACN 640 199 177 is a related party of the Company.

Gibson Holdings Investment Pty Ltd is 100% owned by the founder and Director of Stryda Brewing Holdings Group Pty Ltd, Mr David Gibson. Gibson Holdings Investment Pty Ltd owns the land at 966 Old Northern Rd, Glenorie which will form the site for the upcoming Stryda VIP brewery and distillery in Glenorie and will lease the Property to Stryda Brewing Holdings Group Pty Ltd for fair market value.

The lease agreement between Gibson Holdings Investment Pty Ltd and Stryda Brewing Holdings Group Pty Ltd is on arms' length terms. For the avoidance of doubt, Stryda Brewing Holdings Group Pty Ltd does not own the Property and it does not form part of the assets owned by Stryda Brewing Holdings Group Pty Ltd. However, Stryda Brewing Holdings Group Pty Ltd will have the rights to a 20+ year lease for this site.



CAPITAL STRUCTURE

- Issued capital (before and after the Offer)
As at the date of this Offer Document:
- The company has issued 20,000,000 ordinary shares and nil options on issue.
 - The majority of shares are held by the Company founders/directors

The constitution has an anti-dilution clause that applies to the current shareholders except for David Gibson. If this Offer is successful, only David Gibson's shares will dilute and all other shareholders will maintain their existing shareholder percentage.

* Should the Offer be successful, the Company will immediately issue 433,593 additional shares to all existing shareholders (except David Gibson) where the minimum subscription is met and up to 2,292,019 additional shares where the maximum subscription is met. The number of additional shares that will be issued will depend on the amount raised and is solely for the purpose of complying with the anti-dilution provision of the Constitution.

Table 1 below sets out the issued capital of the Company before the Offer

Shareholder	Shareholder Entity	Share Type	No. of shares	% of shares
David Gibson	Gibson Holdings Investment Pty Ltd ACN 640 199 177 ATF GIBSON HOLDINGS TRUST	Ordinary	9,806,040	49.03
Nick Kyrgios	Kyrgios –NK Spends PTY Limited Company No. 198405	Ordinary	3,000,000	15.00
James Boustani	Boustani – J & R Boustani Holdings Pty Ltd ACN 679 331 321 ATF Boustani Family Trust 24,496,724.	Ordinary	5,000,000	25.00
Early Investors	Various	Ordinary	2,193,960	10.97
Total		Ordinary	20,000,000	100.00

Table 2 sets out the issued capital of the Company following the Offer on a fully diluted basis

Shares	Minimum Subscription		Maximum Subscription	
Existing Ordinary Shares*	20,000,000	95.9%	20,000,000	81.6%
*Additional Shares for existing share holders	433,593	2.1%	2,292,019	9.4%
Offer Shares	417,012	2%	2,204,705	9%
TOTAL SHARES	20,850,605	100%	24,496,724	100%



RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

As at the date of this Offer, the only class of shares on issue are ordinary shares.

Set out below is a summary of the rights and liabilities associated with the securities in the Company. A copy of the Company's Constitution is available on the Intermediary's platform.

Ordinary Shares

- All ordinary shares have the same voting rights and the same rights to receive dividends.
- Restrictions on the sale or transfer of shares, including drag and tag rights and exit provisions.
- The board has the discretion to register a transfer of shares to a third party."
- The Entitled Shareholder has the discretion to approve a transfer of shares to a third party.
- The Constitution includes a definition of a "Entitled Shareholder" which means a shareholder with an equity proportion of 40% or more.

The Entitled Shareholder concept relates to:

- Shareholder reserved matters regime ie provisions requiring an "Entitled Shareholder Majority" which is a resolution approved by only those shareholders holding 40% or more of the votes cast on a resolution by the Entitled Shareholders.
- Pre-emptive rights exist for Founding Shareholders in certain circumstances on the issue or transfer of shares
- The shares offered under this Offer are ordinary shares. A more detailed description of the rights and liabilities associated with the ordinary shares is set out in Section 3.3 below.

Shareholders Agreement

- Other than the Constitution, there is no shareholders agreement or other agreement between the existing shareholders of the Company.



SOURCES OF FINANCING,

INCLUDING DEBT FINANCING AND OTHER FINANCING

To date, the business has been funded through a combination of equity, founder loans and operating income.

Equity:

To date, the Company has raised \$200 from individuals. See section 2.6.1 for more information.

Founder Loans:

To date, the founding shareholders have loaned funds of \$3,036,842 in total to the Company.

The key terms of these loans are set out below. The founder loans will not be repaid with the funds raised under the Offer.

- Amount outstanding- \$3,036,842
- Interest - Interest-free
- Repayment date -At the discretion of the Company
- Security -None

Debt funding: As at the date of this offer, there is a mortgage associated with the Thirsty Crow Brewery as follows:

Thirsty Crow Mortgage:

\$1.560M

Interest Rate: 10.19%

Monthly repayment: \$13,477.25

Maturity: 12/12/27

Security: 6 Naomi Street Greystanes

Loan to be refinanced to better rate within 12 months

A 15 year commercial lease will be in place between Stryda Brewing Co Pty Ltd and Stryda Wagga Property Pty Ltd for \$200,000 rent per annum (as per market appraisal) plus outgoings with 3% CPI annual increases. Venue and freehold valued at over \$3M.

Note: The commercial lease repayments as per market value more than cover the mortgage repayments





KEY RISKS FACING THE BUSINESS

An investment in Stryda Group must be seen as high-risk and speculative.

A description of the main risks that may impact the Company's business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (for example, risks relating to general economic conditions or the inability to quickly or easily sell your shares).

Funding risk

Stryda Brewing Holdings Group Pty Ltd is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all of the required funding and therefore not achieve all of its business objectives.

Limited Trading History

Stryda Brewing Holdings Group Pty Ltd has limited trading history as it is in the early stage of the business cycle. As such, it carries the risks of a start-up business. Given the limited trading history of the Company, no assurance can be given that the Company will achieve commercial viability through the implementation of its roadmap.

Competition risk

Stryda Brewing Holdings Group Pty Ltd operates in a highly competitive market, with several known competitors (domestically and internationally), and moderate barriers to entry that could give rise to new and unknown competitors. There is a risk that existing competitors as well as new competitors, will have greater access to capital, economies of scale, resources and distribution compared to Stryda Group.

If Stryda Brewing Holdings Group Pty Ltd is unable to successfully compete with existing and/or new competitors, this would have a negative impact on the revenue, profitability and future prospects of the business.

Start Up Risk

Stryda Brewing Holdings Group Pty Ltd has a limited operating history and will build the business with the funds raised through this crowd-sourced funding offer.

As an early stage business, Stryda Brewing Holdings Group Pty Ltd is subject to all of the risks associated with early stage companies, including uncertainty around the volume and origin of revenue streams, size and existence of repeat customers, and risks associated with evolving technology. In particular, the Company is not yet profitable and is yet to generate revenue through certain anticipated revenue streams.

The commercial success of the business will depend on many factors including the Company's ability to attract and retain quality staff and loyal customers.



FINANCIAL INFORMATION

Following are the consolidated financial statements of the Company and its controlled subsidiaries for the financial years ended 30 June 2024 and 30 June 2023, which have been prepared in accordance with the Accounting Standards.

Financial information for the July to November 2024 period has also been included. The information has been prepared on a consistent basis based on management accounts, and accordingly may be subject to change.



FINANCIAL INFORMATION

Revenue: No revenue recognised in FY2023 as Stryda was in development stage. Three months of sales were included in FY2024 as product was introduced to market. Some stock was also sold at discounted rates to build growth and customer loyalty. Sales are predicted to increase strongly into future financial years with strong customer base now established. 4.4% bottle & can sales increased 182% from September 24 to October 24 with the announcement of Nick Kyrgios as brand ambassador.

Included Notes:

- 1. **COGS:** The importance of brand awareness and growth has been prioritised, resulting in higher COGS. Profit margin set to increase in FY2025 as we implement cost reduction strategies and solidify suppliers.
- 2. **Excise Costs:** Excises costs incurred during production from Tribe Partner Brewing. We will have an excise license through the purchase of The Thirsty Crow so these costs will be removed moving forward.
- 3. **Promotional Stock:** We have prioritised brand reach and recognition by strategically issuing promotional stock. Set to decrease as brand recognition increases.
- 4. **Advertising:** With additional funding, advertising and marketing will be set to increase as we prioritise brand awareness and reach
- 5. **Business Development:** Costs incurred in the development of Stryda including beer tastings at different venues, testing expenses, and venue booking for Stryda commercial of \$10,052.
- 6. **Consulting - various:** Includes costs of consultants who have been employed since such as Kirsty Basman, advice required during early stages of development, and fees to Birchall which are an extraordinary cost that will not be incurred for following financial years. Consulting - various will reduce drastically.
- 7. **Legal Expenses** Legal expenses include business registrations, contracts, and advice involved in purchasing Thirsty Crow and other business establishment cost. Legal expenses will reduce drastically in future financial years as business matures.

STATEMENT OF PROFIT AND LOSS

Stryda Brewing Co
For the 5 months ended 30 November 2024

	JUL-NOV 2024	FY2024	FY2023
Trading Income			
Freight/delivery - on charge to customer	10	-	-
Interest Income	-	5	-
Sales - Keg 4.4%	12,205	4,404	-
Sales - Stryda 2.2% cans	6,387	5,298	-
Sales - Stryda 4.4% bottles	37,768	2,674	-
Sales - Stryda 4.4% cans	54,241	26,614	-
Sample stock - 2.2% cans	55	-	-
Square sales	477	-	-
Total Trading Income	111,142	38,994	-
Cost of Sales			
COGS - (ALM) Rebates & Commissions	8,215	67	-
COGS - (Endeavour) Rebates & Commissions	50	-	-
COGS - (HS) Rebates & Commissions	1,313	-	-
COGS - (ILG) Rebates & Commissions	401	-	-
Container Deposit Scheme	-	1,665	-
Cost of Goods Sold	86,252	37,397	-
Excise	35,973	-	-
Packaging Costs	-	42,029	-
Promotional Stock - COGS	(5,222)	70,684	-
Total Cost of Sales	126,983	151,841	-
Gross Profit	(15,841)	(112,847)	-
Operating Expenses			
Accounting	37,079	36,939	-
Advertising & Marketing	35,107	147,858	-
Bad debts	1,062	-	-
Bank Fees	115	1,786	1,200
Business Development	2,448	12,744	1,458
Consulting - various	88,683	64,876	-
Contract Wages Expense	-	23,840	14,025
Donation	200	5,240	100
Entertainment	156	10,390	4,690
Filing Fees	-	310	-
Fines & penalties	-	1,291	-
Freight & Courier	23,085	47,476	801
General Expenses	-	18,502	-
Insurance	4,945	10,970	-
Interest Expense	1,081	4,620	193
IT Expenses	-	4,283	-
Legal expenses	43,534	35,930	-



FINANCIAL INFORMATION

STATEMENT OF PROFIT AND LOSS CONTINUED

	JUL-NOV 2024	FY2024	FY2023
Meeting Expenses	-	4,284	1,477
Merchant fee	5	1,254	-
Motor Vehicle Expenses	-	9,895	460
Office Expenses	5,087	17,328	413
Payroll tax - expense	405	-	-
Printing & Stationery	1,484	4,914	-
Rent	-	20	-
SALES TEAM - Travel	6,813	2,569	-
Shopify transaction fees	-	191	2
Software & IT Expense	5,706	1,836	-
Staff Training & Development	-	-	173
Subscriptions	6,492	12,835	1,361
Superannuation	17,531	11,604	-
Travel - National	1,255	11,171	10,872
Wages and Salaries	152,444	107,045	-
Warehousing/Storage Costs	151	80	-
Total Operating Expenses	434,868	612,081	37,223
Net Profit	(450,709)	(724,929)	(37,223)



FINANCIAL INFORMATION

Included Notes:

1. **Business Transaction Account:** Some payments have been made directly by the founders, these have been reflected in the founder loan balances. In the future, all transactions will go directly through the company bank account.
2. **Deposit:** Thirsty Crow Funds to be repaid upon Settlement of property.
3. **Glenorie Property Expenses Funds:** to be repaid once finance is finalised for the Glenorie Property.
4. **Borrowings Founder contributions:** No expectation that these funds are being repaid in the near future.

BALANCE SHEET

As at 30 November 2024

	30 Nov 2024	30 June 2024	30 June 2023
Assets			
Bank			
Bus Online Saver	1	1	0
Business Trans Acct	2,351	190	0
Total Bank	2,352	191	0
Current Assets			
Accounts Receivable	28,166	12,701	0
Cash on Hand	100	100	100
Prepayments	12,099	0	0
Stock on Hand - BEER	122,392	199,306	0
Total Current Assets	162,757	212,107	100
Fixed Assets			
Deposit - Thirsty Crow	30,000	0	0
Total Fixed Assets	30,000	0	0
Non-current Assets			
Glenorie Property Expenses	212,478	151,647	0
PROPERTY: The Thirsty Crow	2,970,000	0	0
Total Non-current Assets	3,182,478	151,646.58	0.00
Total Assets	3,377,587	363,944.62	100.00



FINANCIAL INFORMATION

Included Notes:

1. **Business Transaction Account:** Some payments have been made directly by the founders, these have been reflected in the founder loan balances. In the future, all transactions will go directly through the company bank account.
2. **Deposit:** Thirsty Crow Funds to be repaid upon Settlement of property.
3. **Glenorie Property Expenses Funds:** to be repaid once finance is finalised for the Glenorie Property.
4. **Borrowings Founder contributions:** No expectation that these funds are being repaid in the near future.

BALANCE SHEET CONTINUED

	30 Nov 2024	30 June 2024	30 June 2023
Liabilities			
Current Liabilities			
Accounts Payable	136,874	107,556	0
AMEX - David Gibson - Premier Heig	0	37,217	35,334
ATO ICA	6,134	3,680	0
GST	(19,952)	(18,083)	(1,702)
PAYG Withholdings Payable	15,930	7,358	0
Superannuation Payable	8,385	11,604	0
Total Current Liabilities	147,371.13	149,332.33	33,632.97
Non-current Liabilities			
Borrowings	2,889,472	976,664	3,590
LOAN: Finsure #2566	1,560,000	0	0
Total Non-current Liabilities	4,449,472	976,664.21	3,590.40
Total Liabilities	4,596,843	1,125,996.54	37,223.37
Net Assets	(1,219,256)	(762,052)	(37,123)
Equity			
Current Year Earnings	(457,304)	(724,929)	(37,223)
Issued Capital	200	100	100
Retained Earnings	(762,152)	(37,223)	0
Total Equity	(1,219,256)	(762,052)	(37,123)



FINANCIAL INFORMATION

Included Notes:

1. Cash and Other Cash equivalents includes balance of American Express (listed as current liability on the balance sheet due to negative balance)

STATEMENT OF CASH FLOWS

Account	Jul-Nov 2024	FY2024	FY2023
Operating Activities			
Receipts from customers	106,637.55	30,191.56	0.00
Payments to suppliers and employees	(561,372.40)	(732,635.30)	(38,924.88)
Cash receipts from other operating activities	12,013.09	20,773.00	0.00
Net Cash Flows from Operating Activities	(442,721.76)	(681,670.74)	(38,924.88)
Investing Activities			
Payment for property, plant and equipment	(3,000,000.00)	0.00	0.00
Other cash items from investing activities	1,385.10	(315,736.11)	0.00
Net Cash Flows from Investing Activities	(2,998,614.90)	(315,736.11)	0.00
Financing Activities			
Other cash items from financing activities	3,480,714.82	995,715.39	3,590.40
Net Cash Flows from Financing Activities	3,480,714.82	995,715.39	3,590.40
Net Cash Flows	39,378.16	(1,691.46)	(35,334.48)
Cash and Cash Equivalents			
Cash and cash equivalents at beginning of period	(37,025.94)	(35,334.48)	0.00
Net change in cash for period	39,378.16	(1,691.46)	(35,334.48)
Cash and cash equivalents at end of period	2,352.22	(37,025.94)	(35,334.48)



FINANCIAL INFORMATION

STATEMENT OF CHANGES IN EQUITY

	Issued Capital	Retained Profits	Total Equity
Opening 1 July 2022	\$0	\$0	\$0
Profit (Loss) after Tax	\$0	(\$37,223)	(\$37,223)
Increase (Decrease) in Equity	\$100	\$0	\$100
Closing 30 Jun 2023	\$100	(\$37,223)	(\$37,123)
Opening 1 July 2023	\$100	(\$37,223)	(\$37,123)
Profit (Loss) after Tax	\$0	(\$724,929)	(\$724,929)
Increase (Decrease) in Equity	\$0	\$0	\$0
Closing 30 Jun 2024	\$100	(\$762,152)	(\$762,052)
Opening 1 July 2024	\$100	(\$762,152)	(\$762,052)
Profit (Loss) after Tax	\$0	(\$457,304)	(\$457,304)
Increase (Decrease) in Equity	\$100	\$0	\$100
Closing 30 Nov 2024	\$200	(\$1,219,456)	(\$1,219,256)



FINANCIAL INFORMATION

THIRSTY CROW BREWERY PTY LTD PROFIT AND LOSS

For the year ended 30 June 2023

Account	2023	2022	2021
Trading Income			
Brewery Sales	462123	468688	688241
Event Income	22633	6407	5893
Food Sales	759419	636487	427419
Freight/Delivery Charges	70	0	1717
Functions Income	18847	20347	12415
Guest Beers	242156	221866	128230
Hot Beverages	4339	5563	4384
Merchandise Sales	13869	6823	8685
Sales - Other	169122	48051	6976
Soft Drinks/Juices	54216	42072	34496
Spirits	70373	52282	34462
Venue Hire	0	545	0
Wine	126641	97928	81121
Total Trading Income	1943808	1607059	1434040
Cost of Sales			
Beverage Purchases	98837	94862	61673
Brewing Purchases	47359	31105	81415
Canning, Bottling & Labelling	3217	7079	29477
Closing Stock - Bar, Brewery, Food	0	-200454	-200454
Consumables & Supplies	55356	32166	36341
Direct Freight	0	39	250
Direct Repairs & Maintenance	0	494	0
Direct Utilities	0	0	274
Event expenses	3165	4149	1400
Excise Tax	5184	22222	16315
Food Purchases	350661	235535	134555
Freight & Courier	606	9426	5090
Glassware and Crockery	0	136	1586
Guest Cans & kegs	10742	1701	359
Merchandise	7610	10211	0
Opening Stock - Bar, Brewery, Food	0	200454	200454
Soft Drink, Spirit & Liquor Purchases	51512	42746	23088
Wine Purchases	42509	44293	36300
Total Cost of Sales	1197516	949737	698680
Gross Profit	746291	657322	735360



FINANCIAL INFORMATION

Financial records show historical financial information of the Thirsty Crow Brewery under previous ownership. Under Stryda management, we plan to significantly increase revenue streams and margins across multiple hospitality streams.

Plans are in place to expand and upgrade the site

REVENUE

- Food & beverage
- Accommodation will become a new revenue stream in FY25 with current hotel rooms not being utilised.
- Events and functions will be increased and promoted to generate higher revenue.
- A whisky club will commence in FY25 with whisky being distilled on premise and annual fees to include invitations to events and whiskey subscriptions.

COGS

- An experienced venue manager has been employed to review supplier contracts, ingredients lists, recipes and pricing to reduce COGS.

EXPENSES

- Rent of \$200k plus outgoings will be paid to the entity that owns the property asset, this will then cover all finance costs.
- No directors will take salaries in this entity.
- Expect to be able to rationalise expenses and have much reduced head count with new ownership.

Note: Our financial strategy will vary from previous owners and note increase rental. However, it's one Stryda entity (Stryda Brewing Co Pty Ltd) leasing to another Stryda entity (Stryda Wagga Property Pty Ltd)

THIRSTY CROW BREWERY PROFIT AND LOSS CONTINUED

Account	2023	2022	2021
Other Income			
Cash Flow Boost, Jobkeeper, Jobsaver	0	93460	439500
Interest Income	38564	17077	23421
Other Income	0	0	15122
Total Other Income	38564	110537	478043
Operating Expenses			
Accounting and Consulting	34380	37165	46451
Advertising & Branding	13269	11145	12770
Bad Debts Written Off	0	1278	130
Bank Fees	178	323	571
Borrowing Expenses	53	267	354
Business Insurance	663	21509	19944
Cleaning	11785	18488	17020
Depreciation	6715	25987	19326
Directors' Superannuation	0	10250	7690
Donations and Sponsorship	12163	6124	6112
Electricity & Gas	70530	65039	60012
Entertainers/music	23679	24298	10795
Hire Plant and Equipment	459	691	0
Hire Purchase Charges	1149	5479	7519
Income Tax Expense	0	0	7564
Interest Expense	13908	21783	12723
Licences, Fees and Registrations	3719	13229	4651
Merchant Fees	25740	9746	8888
Motor Vehicle Expenses	5512	6157	3803
Rent	73182	163636	163636
Repairs and Maintenance	45046	34664	37515
Site fees and pop up costs	6536	0	1712
Superannuation	80933	59329	49941
Wages and Salaries	779710	627003	581988
Workers Compensation	10477	-6388	31491
Other Operating Expenses	28431	34580	50329
Total Operating Expenses	1248217	1294281	1266935
Net Profit	57397	-112850	217025



INFORMATION ABOUT THE OFFER



TERMS OF THE OFFER

Stryda Brewing Holdings Group Pty Ltd is offering up to 2,204,705 shares at an issue price of \$0.90c per share to raise up to \$1,984,234.50. The key terms and conditions of the Offer are set out below.

Term	Details
Shares	Fully-paid ordinary shares
Price	\$0.90c per share
Minimum Subscription	\$375,310.80
Maximum Subscription	\$1,984,234.50
Opening date	Tuesday 14th Jan
Closing date	Thursday 30th Jan

A description of the rights associated with the shares is set out in Section 3.3.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary’s platform. The Intermediary’s website provides instructions on how to apply for shares under the Offer at www.birchal.com.

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Retail investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten and there is no guarantee that these funds will be raised.





USE OF FUNDS

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts.

Intended use	Minimum Subscription \$375,310	Maximum Subscription \$1,984,234.50
Thirsty Crow Brewery renovations & aquisition of another venue	\$130,000	\$575,516.92
Marketing	\$90,000	\$300,000
Stock Production	\$38,000	\$332,000
Working Captial (employee wages)	\$40,962.55	\$279,000
Sales team	\$44,000	\$344,700
Offer costs	\$32,348.25	\$153,017.58
Total	\$375,310.80	\$1,984,234.50

The Offer costs includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 7.5% of all funds raised by the Company through Birchal Financial Services Pty Ltd (Intermediary), plus \$4,200 for administration and setup costs.

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

We expect that the Maximum Subscription amount will be sufficient to meet the Company’s short-term objectives over the next 12-18 months.

If this CSF Offer is unsuccessful, or if only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 12-18 months.

In such circumstances, the Company may consider alternative sources of funding, such as undertaking a further CSF offer under the CSF regime or other debt or equity funding. Until additional funding is obtained, we will scale back future property acquisitions and continue to focus our cash resources on marketing, production, Thirsty Crow upgrades and working capital



RIGHTS ASSOCIATED WITH THE SHARES

Immediately after issue, the shares under this Offer will be fully-paid ordinary shares.

There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue.

The rights associated with the shares are set out in the Company's constitution. These rights are described below.

A copy of the constitution is available on the Intermediary's platform.

3.3.1 Voting rights

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

3.3.2 Dividends

All shareholders have a right to receive any dividends declared and paid by the Company.

The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

3.3.3 General meetings and notices

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares.

Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting.

3.3.4 Election and removal of directors

Shareholders may vote to elect and remove directors at a general meeting by way of special resolution (75%), however an entitled shareholder may appoint and remove a representative director.

A representative director can only be removed by the Entitled Shareholder except in the case of fraud or any other crime of dishonesty involving the Company committed by a representative director or the commission of a felony by a representative director in which case the Shareholders may remove the representative director by way of a special resolution (75%) of shareholders (which excludes the relevant proportion of the entitled shareholder).

3.3.5 Winding-up

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company.



3.3.6 Restrictions on sale and transfer

Drag along and tag along rights:

The Constitution contains drag and tag-along rights, as follows:

- Drag rights – If Shareholders who together hold 70% of the shares on issue propose to sell all of their shares to a third party, they can 'drag' the remaining 30% to sell their shares on the same terms. The pre-emptive rights process does not need to be undertaken in order for the drag along to be triggered.
- Tag rights – If Shareholders who together hold 50% or more of the shares on issue propose to sell their shares to a third party under one transaction (or series of transactions) the remaining 50% may also 'tag'-along and sell their shares on the same terms.

Exit provisions:

The Board may propose an Exit Event including an IPO, share sale, asset sale or another transaction which results in a change of control, or which the Board determines is an Exit Event.

A special resolution of Entitled Shareholders must approve the Exit Proposal. If an Exit Proposal is approved by a special resolution of Entitled Shareholders, all Shareholders (and Directors) must exercise all rights and do all things to enable the Exit Event to occur.

Pre-emptive rights on transfer:

If a Shareholder provides a notice to transfer its shares (other than as a permitted disposal), the Company must first offer the Founding Shareholder the right to purchase those shares and then to the other shareholders.

The Entitled Shareholder has the discretion to approve a transfer of shares to a third party.

3.3.7 Rights of pre-emption / Anti-dilution on issue of shares

If the Board (with the approval of a special resolution of Entitled Shareholders) resolves to issue new Equity Securities (which includes shares, options, warrants, convertible notes or any other instrument convertible into shares), it must first offer the new Equity Securities to each Shareholder (as defined in the Constitution) unless one of the following exceptions apply:

The issue of Equity Securities is for buy-back funding

The Equity Securities are issued as part of an approved ESOP

The Equity Securities are issued on conversion or exercise of Equity Securities

Anti-dilution rights exist for some shareholders as outlined in the Constitution and on specific terms.

Anti-dilution rights:

The constitution has an anti-dilution clause that applies to the current shareholders except for David Gibson. If this Offer is successful, only David Gibson's shares will dilute and all other shareholders will maintain their existing shareholder percentage.

Should the Offer be successful, the Company will immediately issue 433,593 additional shares to all existing shareholders (except David Gibson) where the minimum subscription is met and up to 2,292,019 additional shares where the maximum subscription is met. The number of additional shares that will be issued will depend on the amount raised and is solely for the purpose of complying with the anti-dilution provision of the Constitution.

3.3.8 Amendments to the Constitution

To vary the Constitution or adopt a new constitution, the Company must pass a special resolution of the Entitled Shareholders.



WHAT CAN I DO WITH MY SHARES?



Shares in the Company are considered illiquid as they cannot easily be transferred or sold.

However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company. These include:

- A trade purchase of the Company
- A listing on a registered stock exchange (eg the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.





INFORMATION ABOUT INVESTOR RIGHTS





COOLING OFF RIGHTS

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (Cooling-off Period).



You must withdraw your application via the Intermediary's platform. You will be able to withdraw your application within the Cooling-off Period by following the link and the instructions within your portfolio on the Intermediary's platform.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.





COMMUNICATION FACILITY FOR THE OFFER



You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.





PROPRIETARY COMPANY CORPORATE GOVERNANCE OBLIGATIONS

4.3.1 Annual report

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

4.3.2 Distribution of annual report

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report on the Company's website at the following address www.strydabrewingco.com or can purchase the report from ASIC.

4.3.3 Related party transactions

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

4.3.4 Takeovers

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.



COMPANY UPDATES

The Company will provide regular updates to investors via regular email updates and on our company landing page on Birchal:
<https://www.birchal.com/company/strydabrewingco>





GLOSSARY

Company means Stryda Brewing Holdings Group Pty Ltd ACN 682 527 582

Cooling-off Period means the period ending five business days after an application is made under this Offer, during which a retail investor has a right to withdraw their application and be repaid their application money

CSF means crowd-sourced funding under Part 6D.3A of the Corporations Act

Intermediary means Birchal Financial Services Pty Ltd ACN 621 812 646 AFSL 502618

Maximum Subscription means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer. The maximum Subscription is subject to rounding based on the share price off the offer

Minimum Subscription means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer. The minimum Subscription is subject to rounding based on the share price off the offer

Offer means an offer of fully-paid ordinary shares by the Company under this CSF offer document

Retail investor has the meaning given to the term “retail client” under the Corporations Act