

Founders First Media Release

6 February 2019



Mark Haysman, Cameron Buckland and Stuart Morton form a formidable team at Founders First

Gaining Momentum – Founders First makes another key appointment to accelerate the growth of its independent craft business partners.

Rapidly emerging craft business accelerator, Founders First, has made its second significant senior appointment. The appointment of highly respected liquor industry executive Cameron Buckland as Sales Director follows the recent Chief Executive appointment of Mark Haysman, former executive at Carlton & United Breweries and CEO of Port Adelaide Football Club.

Cameron is the former Head of Merchandise at Dan Murphy's, the biggest retailer of craft in the country and will work closely with Founders First craft business partners to build and execute their strategic go to market agendas. Cameron adds a wealth of retail expertise and business networks to an already highly capable team at Founders First.

Founders First aims to disrupt the craft beer and spirits industry with a unique model of business acceleration that enables businesses to remain proudly independent. Firmly grounded in the philosophy of backing founders in, Founders First partners with ambitious craft liquor entrepreneurs by striving to solve two of the biggest challenges they have - access to capital, and support to grow sales, distribution, and marketing of their brands.

Chief Executive Mark Haysman is delighted to be re-united with Cameron, having previously worked together at CUB. "We are very excited to have Cameron onboard as we build the Founders First National Sales team in support of our partner businesses. Cameron has a great mix of experience over his 20 plus years in liquor and hospitality, with the unique mix of working in beer and spirits, on both the supply side and as a retailer. Cameron spent over 8 years at CUB, and 7 years at Brown Forman. With his recent experience at Dan Murphy's his appointment is a massive get for us - not only are they the largest and most progressive craft retailer in the country, they lead the way in e-commerce capability also, all of which sat in Cameron's remit at Dan Murphy's.

Cameron responds: "I'm thrilled to be joining the Founders First team and the opportunity to work alongside passionate and committed partners such as the team at Jetty Road, and Foghorn. Having worked as both a supplier and more recently as a retailer for Dan Murphy's, I've seen endless examples of craft suppliers who brew or distil world class products, however may lack the investment or resources required to take their vision to the next level. It's a game changer for the craft category that Founders First can join forces with these emerging brands to fast track business solutions and accelerate growth".

Jetty Road Brewery is the first investment made by Founders First and as a valued business partner has benefited significantly over the past year with the mentorship and support of Founders First.

Mark says "Jetty Road Brewery has emerged as one of the fastest growing craft businesses in the Mornington Peninsula. With the support of a National Sales team led by Cameron, the Jetty Road team

is well set to accelerate growth beyond the Peninsula. This is very exciting for them. And from March Foghorn in Newcastle will also get the benefit of that support.”

-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/