



Bodegraven, 1 februari 2019

The four sails of Brouwerij de Molen: update

In April 2016 we published 'The Four Sails of Brouwerij de Molen'. It was - and is - a mission statement to take on the future with our values regarding craft-beer. Because a windmill without sails loses its character, its drive, its attraction and unique quality: we have defined our 'four sails' as

1. No concessions to taste, balance or ingredients.
2. Always keep experimenting and innovating.
3. Collaboration and sharing knowledge with other leading craft-beer brewers.
4. Trying to be an ambassador to the craft-beer scene, which in our opinion means quality and diversity above all else.

Today these four sails are our base and source of energy still. Incorporated in our brew planning, the recipe's, our festival, the contacts in The Netherlands and worldwide, our vision on innovation and experiments. It's the base that drives us daily and that continuous to lay the foundation for our exciting future.

Two and a half years on

The last few years we have worked tirelessly, with our team and our partners, on creating stable growth with high quality beers and better distribution. We increased the amount of hectoliters, made more different beers than ever before, participated in more collaborations and festivals worldwide, got rated No.06 Top Brewery of the world by ratebeer.com and celebrated a 10th edition of our sold out festival Borefts with 7000 visitors and 24 guest breweries. One could say: don't change a thing...

Our vision on how to make our brewery futureproof, triggered by various internal and external developments and events, has always been evolving. The developments in the beer industry, the huge and growing amount of local breweries, the saturation of the market as well as the responsibility we have and feel for our brewery, our team and the people of the workshop of Stichting Philadelphia have played a part in deciding the next step we are going to take.

Swinkels Family Brewers

In our initial 2016 'Four Sails' statement we revealed that Swinkels Family Brewers acquired a 35% minority share of Brouwerij de Molen. Our relationship with Swinkels Family Brewers has developed in the following years and recently we jointly started to decide on the most optimal route for the future we want for De Molen.

It's quite something we want

We want to make the beers we like the most ourselves, within the vision of our four sails and that is what we want to keep on doing. Period. We want our beers, especially in The Netherlands, to be

represented and distributed even better because that is of biggest importance for our brewery, the brand, the people and the resources. This last part of running a brewery - sales and distribution - we want to outsource even more.

And then what...

After that we can concentrate on what we enjoy doing the most: brewing some distinctive and great beer, on our conditions, for everyone who shares our passion for great tastes.

Because that has been the reason and motivation to start brewing beer to begin with, the motivation for growth and the pleasant cause of going to work with pride and joy every day.

Swinkels Family Brewing made it clear from the start that their desire was too, eventually, adopt Brouwerij de Molen into their family. After these years of working together, and getting to know each other's companies we take the next step with great confidence.

By acquiring the rest of the shares of Brouwerij de Molen, Swinkels Family Brewers will have ownership over the brewery. De Molen will be placed on an equal 'status aparte' like De Koningshoeve (La Trappe) has within the company. At De Molen **nothing will change** in staff, management, anything.

Swinkels will be of enormous value for De Molen in sales and distribution because of - amongst other reasons - acquiring wholesaler Bier&Co. In technical support De Molen has been able to count on back-up from the people from Lieshout on various occasions already.

So

This update of our 'Four Sails' declaration from 2016 can be concluded with the same paragraph as it did back then: exciting years are ahead for us and the whole team at the brewery. Still in control, running the show and doing what we love to do. With a better availability of our beers for the beer loving crowd. We are looking forward to it!

Cheers!

Menno Olivier, John Bus & Jaco Geerlof