



VB AND DAN MURPHY'S SET TO EXCHANGE 1 MILLION BEERS TO REWARD AUSSIES FOR EMBRACING SOLAR

Victoria Bitter has partnered with Dan Murphy's to bring its first-of-a-kind Solar Exchange program to more Aussie households, allowing beer lovers to collect their hard-earned solar slabs in-store.

The Solar Exchange program, launched in 2021, enables Aussies to exchange the credit on their power bill from generating excess solar for VB via Diamond Energy.

From today, every \$30 worth of credit can now be exchanged for a carton of 24 VB cans or bottles – or a 30-pack carton of VB cans – at participating Dan Murphy's stores.

VB and Dan Murphy's will continue to grow the number of participants in the Solar Exchange program, with over 1 million beers expected to be exchanged over the next 18 months.

Hayden Turner, Head of Classic Brands at Victoria Bitter, said: "This Australia-first program was launched as a way to thank those who have made an effort to go solar with some hard-earned VB, and we're excited to partner with Dan Murphy's and bring the program to even more Aussie households. It's a great deal for beer lovers and a great deal for the environment."

The partnership will see all existing Solar Exchange accounts also able to collect their slabs from their local Dan Murphy store.

Dan Murphy's National Renewal Operations Manager Tyson Holbery said: "We are passionate about sustainability at Dan Murphy's, which is why we are so excited to partner with VB on their solar exchange program. With energy prices at an all-time high, there's never been a better time for Aussies to switch to solar - and thanks to this program, customers can get rewarded with great brews."

The VB Solar Exchange program was launched as part of Asahi Beverages' ambitious sustainability plan, including a commitment to source 100% renewable electricity by 2025. In 2018 CUB, which is now part of the Asahi Beverages family, adopted renewable energy as the way forward with the signing of a 12-year Power Purchase Agreement for 74,000 MWh per year of renewable energy from the giant solar farm outside Mildura.

With 258 stores in its fleet, almost 20 per cent of Dan Murphy's stores now have solar panels, a significant milestone that has been achieved in just three years.

Dan Murphy's is part of Australia's leading drinks and hospitality business Endeavour Group. As outlined in the company's sustainability strategy, ***A positive imprint, made together***, Endeavour Group has committed to reducing its environmental impact, including sourcing 100% renewable electricity by 2030 and having net zero emissions by 2050.



To apply for the program, energy consumers with solar excess need to switch their electricity retailer to Diamond Energy and agree to the VB Solar Exchange terms and conditions*.

The program is available to residential householders only, with spots available for residents of VIC, NSW, QLD (Energex customers only) and SA. There is a cap of 24 on the total number of cartons that can be earned during the program per 12-month period.

Further information, including eligibility requirements and terms and conditions, are available online at www.VBsolarexchange.com.au

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About VB's commitment to renewable energy:

In 2020, VB put the sun to work when it became entirely brewed with 100% offset solar energy. VB's Solar Exchange takes this a step further by enabling Australian households to exchange their offset solar credits for VB.

The VB Solar Exchange program builds on the brand's commitment to the environment and a greener future, and on its belief that hard work - in the form of your hard earned solar - can be used to earn you a big cold beer.

About Dan Murphys:

Dan Murphy's is the destination for the widest range of drinks discovery in Australia at the best prices. Discover over 4000 different wines - local, imported, aged and rare - as well as a huge range of local and imported craft beer, spirits, zero alcohol drinks and more.

About Diamond Energy:

Diamond Energy is an Australian-based, retail electricity company and renewable energy generator, operating since 2004, receiving a 5-star rating in the latest Greenpeace's Green Electricity Guide.

They are committed to helping customers save energy and save on their bills. Their Australian based team specialise in helping customers get the most out of solar and making solar accessible to all. They also provide competitive rates and ongoing discounts that don't disappear or reduce solar feed-in credits.

www.diamondenergy.com.au