



OUR STRATEGY

Gusbourne's vision is to continue producing premium quality vintage wines from grapes grown across our own estate and to promote Gusbourne as a luxury brand. This is achieved through the high quality and the luxury market positioning of our products, enhanced by the commercial relationships and curated distribution that we have built.

Our growth strategy is based on three strategic pillars:

GROWTH AND DEVELOPMENT OF GUSBOURNE'S LUXURY BRAND STATUS

Maintain and further develop Gusbourne's luxury brand status, ensuring that the Group's premium quality and market positioning of its products is maintained through its product portfolio, distribution choices and pricing strategy.

DEVELOPING STRONG DIRECT RELATIONSHIPS WITH OUR CUSTOMERS Support the continuing strong growth in DTC sales with online sales and marketing investment, and offline with planned further investment in Gusbourne's cellar door operations. These operations enable the Group to meet its customers in person and provide an immersive brand experience, creating a more direct, personal relationship.

CAREFUL EXPANSION OF OUR INTERNATIONAL TRADE DISTRIBUTION FOOTPRINT

Invest in the continued growth of UK Trade and International sales to further penetrate the huge, ever-expanding addressable market.