***News brewed on 20 / 10 / 17***

**Equity for Punks V raises £1million in less than 2 days with the return of BrewDog’s crowdfunding programme, as its plan to become the ‘biggest crowdfunded business of all time’ looks set to become a reality**

*BrewDog welcomes over a thousand new Equity Punks to the fold as expands its community of investors to over 51,600*

Scottish craft brewery, BrewDog has raised over £1million less than two days into the latest round of it record-breaking crowdfunding scheme, Equity for Punks.

Beer fans clamoured to invest in the brewery which is valued at £1bn, with over one thousand new investors buying shares in the brewery and joining its existing community of over 50,000 Equity Punks.

Having raised over £41m from previous rounds of the record-breaking initiative, in this latest round, BrewDog is looking to raise looking to raise £10million, with a stretch goal of £50million to further its global expansion. This includes the construction of new breweries in Australia and Asia, the opening of 15 craft beer bars in the UK, increasing the capacity in its UK brewery, and the creation of a dedicated craft beer TV network.

BrewDog cofounder, James Watt commented:

“It is impossible to deny the significance of this early success of Equity for Punks and what it could mean for our dream to take the craft beer revolution truly global. Raising over £1million in just two days shows the rife passion for a new business model founded in community, and driven by purpose, not profit. Thanks to our Equity Punks, we truly believe we will become the biggest equity crowdfunded business the world has ever seen. This is our time.”

To mark the launch yesterday, BrewDog invaded London with a giant Trojan dog, filled with its flagship beer, Punk IPA. The 17-foot wooden construction was a metaphor for the invasion of the corporate world with a new model of business founded in community and passion. As well as signalling the launch of Equity for Punks V, the giant dog dispensed Punk IPA to passers-by to toast the success of Equity for Punks.

James Watt continued:

“Our Trojan dog stood overlooking London’s financial district as a stark reminder of the undeniable significance of crowdfunding and our invasion of the status quo. It marked a new dawn and quenched peoples’ thirst for change.”

**Equity for Punks in numbers**

This latest round of Equity for Punks is looking to raise £10million, with the potential to extend to £50million, by releasing 421,052 new B shares. The initiative will run for an initial three months, closing on 15 January 2018. Shares cost £23.75 each are issued in blocks of two, with a minimum investment of two shares for £47.50.

BrewDog’s phenomenal success has seen its value increase by 2,765% since 2010. It now boasts an 800-strong global team, 47 bars around the world, and two world-class breweries in Ellon, Aberdeenshire and Columbus, Ohio. Much of its growth has been supported by Equity for Punks, which has raised £41million since 2009.

The initial target raise of £10million will be used to build a new Brewhouse at its Ellon brewery to help fulfil volume demand across the UK and Europe. Further investment will be used to develop its first sour beer facility, The Overworks, which will launch later this year. This world-class facility will allow BrewDog to create a wealth of spontaneously fermented beer styles as it continues to push the boundaries of craft beer.

Any funds raised above its initial target up to a maximum of £50million will support accelerated growth across the global business including pouring £10million into opening a new brewery in Asia, and £5million to opening one in Australia. £3million would be invested into its UK BrewDog bars, with plans to open 15 new bars in 2018, including four brewpub locations.

BrewDog also wants to invest £2million into creating its own TV network dedicated to craft in all walks of life, following the success of its TV show, Brew Dogs, which aired on Esquire Network in the USA and was the most watched show about beer to ever hit the small screen.

***IMPORTANT NOTICE: Investments can go down as well as up and invested capital is at risk. Investors should only invest on the basis of information contained in the prospectus issued by BrewDog plc which is available*** [here](https://www.brewdog.com/equityforpunks)***.***

**--- ENDS ---**

**Notes to Editors: Benefits for investors**

Equity for Punks investors receive a wealth of benefits for joining the BrewDog community, including up to 10% discount in bars and up to 20% discount at its online shop, depending on the level of investment. They also receive an invite to its infamous AGM, where thousands of Equity Punks descend on Aberdeen for a celebration of great beer, food and music.

Boosted benefits are also offered to Equity Punks who invest more into the business. These tiered benefits start from £5k, with options including a custom beer fridge, VIP tours of the Ellon brewery, or a three-night stay at its upcoming beer-themed hotel The Dog House, which will open in Columbus later this year. Equity Punks who invest £10k would get the opportunity to brew their own unique beer at the Ellon brewery or receiving a monthly case of beer to their door. Those investing £20k or more can choose their own cask of whisky made by BrewDog’s spirits division LoneWolf, as well as being able to design and distil their own gin in its pilot still.

Equity Punks who invest £50,000 will get the unique opportunity to turn their home into a BrewDog bar, with a bespoke bar being designed and installed for them.

In additions to the perks of investing, Equity Punks can earn additional rewards by referring friends to invest, this includes exclusive beers, personalised BrewDog merchandise or an all-expenses-paid trip to BrewDog’s Ellon, including dinner and a tasting session with BrewDog’s directors. The top ten referrers in Equity for Punk will receive a trip to Columbus, a chance to brew a unique beer and tours of the city’s best craft breweries.

In August 2017 BrewDog also announced that it would be giving away 20% of its future profits as part of its Unicorn Fund. 10% of profits will be distributed equally to all staff, with a further 10% being donated to charitable causes chosen by Equity Punks and its team.

**About BrewDog plc**

Since 2007 BrewDog has been on a mission to make other people as passionate about great craft beer as we are. From the Headliner series, which includes bold, uncompromising pack leaders like the flagship Punk IPA, to the Amplified range (beer, but turned up to 11), BrewDog creates beer that blows people’s minds and has kick-started a revolution.

Cofounders James Watt and Martin Dickie shook up the business world in 2010 with the launch of pioneering crowdfunding initiative Equity for Punks, an initiative that has seen the company raise £41m over four rounds, taking more money through online equity crowdfunding than any other on record. The funds, and the army of punk shareholders (55,000) enabled the Scottish craft brewery to scale up without selling out.

With over 50 global bar launches, export into 55 countries, and a brand new brewery in Ohio launched in 2017, BrewDog continues to take the craft beer revolution stratospheric, whilst continuing to push the boundaries, invest in people, put the beer first, and champion other small breweries in its venues.

For more information, please contact:

|  |  |
| --- | --- |
| **For BrewDog:**  **Manifest London**  **Contact: Julian Obubo & Elly Barham Marsh** |  |
| t. 0203 1379 270  m. 07718 5781 76  e. [BrewDog@Manifest.London](mailto:BrewDog@Manifest.London) |  |