

NEW AGE BEVERAGES CORPORATE GOVERNANCE PRINCIPLES

Corporate Governance describes the process, practices and structures through which New Age Beverage will manage its business and affairs. It also outlines how we work to meet our financial, operations and strategic objectives, as well as achieve long-term sustainability.

We believe that there is a direct correlation between practices and long-term shareholder value.

All board members carry three basic fiduciary responsibilities:

1. To be diligent and careful regarding the organization and shareholders best interests.
2. To act in good faith and in a reasonable manner
3. To act in ways that further the organization's mission, vision and strategic plan and also remain in compliance with established laws.

In addition, New Age Beverages has five guiding principles for Corporate Governance.

Principle #1

Build a Strong and Qualified Board of Directors

The Directors will be knowledgeable and have expertise relations to our business. The Board will be independent, active, and challenging in discussions and activities. Their performance will be regularly assessed.

Principle #2

Emphasize Integrity and Ethical Dealing

The Board will insure that New Age Beverages Code of Ethics and Conduct is in place and being followed and proactively supported by all directors, officers and associates of the company.

Principle #3

Define Roles and Responsibilities

The Board will establish clear lines of accountability among the board, chairman, and CEO, and ensure that the CEO follows the same process with executive officers and management.

Principle #4

Evaluate Management Performance

The Board will make thoughtful compensation and incentive award decisions to insure that management financial structures align with long-term New Age Beverages strategy. The board will also insure that these structures are in line with peer groups company norms, and appropriately attract, incentivize and reward high-performance talent.

Principle #5

Engage in Effective Risk Management

The Board will be responsible for strategic leadership in establishing New Age Beverage's risk tolerance and developing a framework and clear accountabilities for managing risk.

New Age Beverage has evaluated the Company's governance practices against the Corporate Governance Principles published by the Investor Stewardship Group. We believe that New Age Beverage's policies and practices are consistent with these principles.