



ASX/media release

4 October 2012

RFG Announces \$38m Placement & Share Purchase Plan

Retail Food Group Limited (RFG or the Company) today announced that it had engaged Petra Capital (Petra) to place, via book-build with a floor price of \$2.80, 13.6m ordinary shares with institutional and sophisticated investors to raise circa \$38m (the Placement).

The issue is within the prescribed 15% limit under ASX Listing Rule 7.1 and all shares issued under the capital raising will rank equally with existing ordinary shares.

RFG will also offer a Share Purchase Plan (SPP) to shareholders on the register as at 7pm on 3 October 2012.

The SPP will be at the same price as the Placement.

Under the SPP, eligible shareholders may acquire shares in RFG up to a value of \$15,000 subject to a total value of \$7m.

Further details regarding the SPP, including timetable, will be provided to shareholders shortly.

RFG CEO Tony Alford indicated that proceeds from the capital raisings would be used to fund the Crust acquisition together with other acquisitive activity.

“As a consequence of the revised transaction terms agreed upon with the Crust vendors and advised to the market earlier today, the timing for payment of the fixed sum purchase price has been brought forward by a minimum of 12 months”.

“We are extremely pleased with the significant interest and response received in connection with the capital raising and the overwhelming support RFG has recently experienced in respect of its gourmet pizza QSR consolidation aspirations and acquisition activity”, he said.

RFG’s shares shall remain suspended until completion of the placement with the Company anticipating resumption of normal trading in its securities on Monday, 8 October 2012.

About Retail Food Group Limited:

Retail Food Group is a leading Australian retail food brand manager, franchisor and wholesale coffee roaster. It is the franchisor and intellectual property owner of the Donut King, Michel’s Patisserie, Brumby’s Bakery, bb’s café, Pizza Capers Gourmet Kitchen and Esquires Coffee Houses franchise systems and roasts over one million kilograms annually of proprietary coffee products via the Evolution Coffee Roasters Group, Caffè Coffee and Barista’s Choice coffee brands.

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