

26 September 2014

SHAREHOLDER LETTER - 2014 ANNUAL GENERAL MEETING

Dear Shareholder

I am pleased to invite you to the 2014 Annual General Meeting of Bellamy's Australia Limited (Bellamy's) to be held on Thursday, 30 October 2014 at 11.00am at The Henry Jones Art Hotel, 25 Hunter Street, Hobart Tasmania.

If you will be attending the Annual General Meeting, you will need to register on the day. Registration commences at 10.30am. Prompt registration will be facilitated if you bring your Proxy Form with you, using the bar code appearing at the top of the Proxy Form.

If you are unable to attend the Annual General Meeting but wish to vote on resolutions to be considered at the meeting, you may appoint a proxy to vote on your behalf by completing and returning the Proxy Form enclosed with this letter. To be valid, your Proxy Form must be received by 11.00am (AEDT) Tuesday, 28 October 2014.

Shareholders who have not elected to receive a printed copy of the 2014 Annual Report may obtain a copy from the Company's website at bellamysaustralia.com.au/reports.

Your directors and the management of Bellamy's look forward to seeing you at the Annual General Meeting.

Should you require any further information, please call our office on +61 3 6332 9200.

Yours sincerely



Brian Green
Company Secretary