

RETAILFOODGROUP

STRENGTH IN BRANDS

19 February 2015

Settlement of Di Bella Coffee Acquisition

On 25 November 2014, Australia's largest multi-brand retail food franchisor and leading wholesale coffee roaster, Retail Food Group Limited (RFG or the Company), announced its entry into a Share Purchase Agreement to acquire the global business and intellectual property assets of the Di Bella Coffee Group.

RFG confirms that settlement of the transaction was effected after the market closed yesterday afternoon.

RFG CEO Tony Alford noted that Di Bella Coffee's year to date performance, together with the results of RFG's due diligence enquiries, had reinforced the Company's view that Di Bella Coffee represents one of Australia's pre-eminent speciality coffee brands.

"Not only does the transaction provide RFG with an immediate and genuine footprint within the speciality coffee market, it complements and completes the Company's coffee and allied beverages strategy via the establishment of tangible service platforms within franchise system, 'in home', contract roasting and speciality coffee markets", he said.

Further information concerning the transaction will be provided with the Company's 1H15 Results, publication of which is anticipated on or before the 26th of February 2015.

About Retail Food Group Limited:

RFG owns the Donut King, Brumby's Bakery, Michel's Patisserie, bb's Café, Gloria Jean's Coffees, It's A Grind, The Coffee Guy, Café2U, Esquires, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza Bar franchise systems. In addition, the Company is a significant wholesale coffee roaster supplying existing Brand Systems and third party accounts under the Di Bella Coffee, Evolution Coffee Roasters Group, Caffè Coffee, Roasted Addiqtion, Café Palazzo and Barista's Choice coffee brands.

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