

27th February 2018

Freedom Foods Group Limited (ASX: FNP) Exclusive Distribution Agreement for Crankt Protein Brand

Freedom Foods Group Limited (**Freedom Foods** or the **Company**) (ASX: FNP) advises that it has today entered into an agreement to undertake exclusive distribution of the Crankt Protein brand.

Crankt Protein brand markets a range of mainstream nutrition products, including beverages and snack bars. The Crankt Protein range is sold through retail grocery, petrol and convenience and fitness retailers in Australia.

The Crankt brand positioning encompasses:

- Protein rich alternatives to sugary drinks and snacks
- Nutritious alternatives to high calorie drinks and chocolate bars
- Convenient ready to go formats for everyday consumers including elite athletes, gym, sports and health enthusiasts as well as busy people, anytime.

Under the terms of the agreement, Freedom Foods will have exclusive distribution rights for a minimum period of 3 years, with rights to acquire the brand based on sales performance.

The integration of the Crankt brand into Freedom Foods will provide for expansion of its brand and category segment offering into the broader everyday on the go nutrition market in Australia, leveraging existing retail customer and distribution capabilities. Importantly, it will provide a unique vertical integration to the Company's expanding dairy nutritional capabilities. The Crankt brand provides for an everyday mainstream consumer proposition, aligned to Freedom Foods Vital Strength brand which is positioned as a premium brand in the sports and nutrition category.

The Crankt brand has strong distribution into petrol and convenience chains which provides an opportunity for Freedom Foods to expand distribution of its expanding product range into this growing channel.

For further information, please contact:

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MAKING FOOD BETTER

Crankt Protein Shake Range



Crankt Protein Snack Range

