

12th July 2018

Company Announcements Office
ASX Limited
Level 4, 20 Bridge Street
Sydney NSW 2000

Freedom Foods Group Limited (ASX: FNP)
Nutritionals – Infant Formula Range Launch

Freedom Foods Group Limited (**FNP**, **Freedom Foods**, the **Company** or the **Group**) today announced new launches within its expanding Nutritionals Business platform.

The Company will launch in July 2018 a new range of Early Stage Nutrition products in Australia and within its existing distribution base in SE Asia.

Australia's Own Diamond *pro+* Premium Infant Formula, Follow-On Formula and Toddler Milk Drink have been formulated based on the very latest nutritional and scientific evidence within early stage nutrition. The range includes a unique combination of both probiotics and prebiotics – the good bacteria in the gut and the food they need to thrive – as well as a wide range of vitamins, minerals and other nutrients. Diamond *pro+* Premium Infant Formula has also been formulated to contain lower levels of protein, reflecting recommendations from paediatric health experts around the world.

Australia's Own Diamond *pro+* Premium range (Stage 1, 2 and 3) will be launched exclusively in Coles Supermarkets across all stores nationwide.

In Singapore, Australia's Own "Diamond" Infant Formula was launched exclusively with the largest supermarket chain in Singapore, FairPrice, in June 2017. Strong support for the launch from FairPrice and the Singapore government has seen a strong consumer response, with repeated orders over the past 12 months. The new Australia's Own Diamond *pro+* range (Stage 1, 2 and 3) will be distributed into Singapore, with registrations underway for new markets in SE Asia expected to provide increased distribution opportunities.

The Company is working with AO China Company to formulate launch plans for China over the next 12 months.

Australia's Own Diamond *pro+* is manufactured in Australia under FSANZ and Infant Nutrition Council guidelines and marketed in accordance with the Marketing in Australia of Infant Formulas Agreement.

The Company intends the Australia's Own Diamond *pro+* Premium range to be manufactured within its planned blending and packing facility at the Shepparton site once completed in 2019.

For further information, please contact:

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MAKING FOOD BETTER

Australia's Own Diamond pro+ range (Stage 1, 2 and 3)

