



## **ASX ANNOUNCEMENT**

### **Fonterra Legal Proceedings**

As previously announced, Fonterra Brands Australia commenced proceedings in the Supreme Court of Victoria in 2017 challenging Bega Cheese's (ASX:BGA) right to use the Bega trade marks.

In its judgment delivered today, the Supreme Court of Victoria has held that Bega Cheese is entitled to use the Bega trade mark on products outside of the scope of the Fonterra licence without Fonterra's consent. In practical terms, this means that while Fonterra has an ongoing licence to use the Bega trade mark on natural and processed cheddar cheese, string cheese and butter (Licensed Products), Bega Cheese is entitled to use the Bega trade mark on products outside of the scope of the Licensed Products including on peanut butter. Since its acquisition of the Mondelez grocery business in 2017, Bega Cheese has sold Bega branded peanut butter products. Bega Cheese is pleased that its right to use its brand on these products has been confirmed by the Court. Bega Cheese's counter claims in respect of alleged breaches of the licence by Fonterra were dismissed.

The judgment of the Supreme Court of Victoria is lengthy and is being reviewed in detail by Bega Cheese's legal advisers. If necessary, Bega Cheese will provide further details in an update to this announcement.

25 February 2021

---

For further information please contact

Barry Irvin

Executive Chairman

Bega Cheese Limited

ABN 81 008 358 503

[www.begacheese.com.au](http://www.begacheese.com.au)

02 6491 7720