

27th February 2018

Freedom Foods Group Launch of Australia's Own Dairy Range

- *Asia Pacific launch of Australia's Own Dairy to be spearheaded by launch in Australian retailers*
- *Australia's Own Dairy range to include a UHT A2 Protein Milk offering, catering to people with sensitivity to regular dairy in a long-life format*
- *Provides significant advancement in strategic goal to expand domestic and export market penetration*

Freedom Foods Group Limited (ASX: **FNP**) is pleased to announce the launch of its Australia's Own Dairy range.

Australia's Own will drive the company's branded dairy ambitions locally and abroad, leveraging off the Company's unique position as the largest UHT beverage manufacturer in Australia and its expanding value added dairy capabilities.

Australia's Own already has strong credentials in dairy as the leading imported kid's milk brand in China. The brand is well established in Australian retail spanning organic plant milks, liquid stocks and is developing distribution of Australia's Own Infant Formula in SE Asia and Australia. The expansion into a broader range of UHT milk will accelerate the growth of the Australia's Own brand and dairy sales for the company locally and in key export markets throughout Asia.

Freedom Foods Managing Director and CEO, Rory Macleod said "With the significant expansion of our dairy processing capabilities, the Company is well positioned to take advantage of changing industry dynamics and increased internal capabilities to launch an expanded range of dairy products. We have the right brand in Australia's Own and it's the right time."

Australia's Own 1L and 2L UHT dairy milk product range will be distributed in major Australian retail supermarkets nationally and into key markets in SE Asia and China. In addition, complementary dairy products including cream and milk powder will be launched as part of a complete dairy range.

As part of the range, the company will launch Australia's Own A2 Protein Milks. A2 protein milk, which is naturally free of A1 protein, may be better tolerated by some people with A1 protein intolerances as shown by human studies. This will be the only UHT A2 protein milk offering in Australian retail at this point in time.

Australia's Own Dairy will be sourced directly from selected high quality farms in Victoria and New South Wales.

For further information, please contact:

Rory J F Macleod
Managing Director and CEO
Freedom Foods Group Limited
+612 9526 2555

Media Enquiries:

Ian Pemberton P&L Corporate
+ 61 402 256 576



MAKING FOOD BETTER

About Freedom Foods Group

Freedom Foods Group is a listed innovative FMCG company that has a mission of making food better. We make great tasting, high quality, healthy foods and beverages for Australia and overseas. For more information about Freedom Foods and their products, please visit: www.ffgl.com.au

Australia's Own 1 Litre Dairy Range



Australia's Own 2 Litre Dairy Range, Milk Powder and Cream

