

1 October 2021

ASX Market Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

Intention to change Company name to noumi Limited

Freedom Foods Group Limited (**ASX: FNP**) announces that it intends to seek shareholder approval at its Annual General Meeting on 18 November 2021 to change the Company's name to **noumi** Limited (pronounced "noo-me"). Subject to shareholders approving the name change, the Company also intends to change its ASX ticker code to NOU.

The change in the Company's corporate identity, which follows the divestment of the Cereal and Snacks operations and associated Freedom Foods brand names earlier this year, will not affect the names of any of the Company's consumer-facing brands.

Freedom Foods Group Chief Executive Officer, Michael Perich, said: "The **noumi** name brings together, under one identity, businesses with more than 30 years of experience in the manufacture and sale of outstanding dairy and plant-based beverages and nutritional products. We believe the new name represents a fresh start for the Company built on a foundations of innovation, collaboration and nourishment. In addition, **noumi** provides us with a strong platform to deliver sustained growth and achieve our goals for all of our brands."

Further details of the name change and the resolution to effect the change will be included in the Notice of Meeting for the Annual General Meeting to be despatched to shareholders in the coming weeks.

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This announcement was authorised for release by the Board of Directors.

About Freedom Foods Group Ltd

Freedom Foods Group (**ASX: FNP**) is a leading Australian FMCG company with a mission to create quality, on-trend, responsibly produced dairy and plant-based beverages, nutritional products and ingredients used across the health and fitness industries. The Group operates state-of-the-art manufacturing facilities in Victoria and NSW and produces key brands include the MILKLAB range of shelf stable dairy and plant-based milks, Australia's Own, So Natural, Crankt, Vital Strength and PUREnFERRIN lactoferrin. <https://ffgl.com.au/>



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