

20 August 2024

RETAIL FOOD GROUP ('RFG') ANNOUNCES PLANS FOR A NEW CORPORATE IDENTITY

Retail Food Group Limited (**ASX: RFG**) is pleased to announce a proposal to change our company name to Savora Brands Limited. Shareholder approval for the change will be sought at the Company's 2024 Annual General Meeting to be convened later this year.

The change marks an important milestone in our company's evolution, reflecting our commitment to a clear purpose: to strive for positive customer experiences in everything we do. The new name, Savora Brands Limited, symbolises our forward-looking vision and dedication to building on our strong retail brand heritage while pursuing growth and innovation.

The Board unanimously recommends that shareholders vote in favour of the proposed name change at the AGM later this year.

We invite you to watch a short video that highlights our proposed new identity and approach:
<https://youtu.be/QyQ4MdRKnIM>

The proposed new logo and word mark linked to Savora Brands Limited is reproduced below:



This announcement has been authorised by the Board of Directors.

Ends

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About Retail Food Group Limited:

RFG is a global food and beverage company headquartered in Queensland. It is Australia's largest multi-brand retail food franchise manager, and is the owner of iconic brands including Gloria Jean's, Donut King, Brumby's Bakery, Beefy's Pies and Crust Gourmet Pizza. The Company is also a roaster and supplier of high-quality coffee products. For more information about RFG visit: www.rfg.com.au.

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