



ASX ANNOUNCEMENT

Kraft Heinz Legal Proceedings

As previously announced, Kraft Heinz commenced legal proceedings in the Federal Court of Australia in connection with the packaging design of the peanut butter products that were part of the Mondelez grocery business acquired by Bega Cheese in 2017. In the proceedings, Kraft Heinz has sought to prevent Bega Cheese from using the packaging trade dress, comprising a jar with a yellow lid and a yellow label with a blue or red peanut device with the jar having a brown appearance when filled. Bega Cheese rejects this and asserts that it acquired all rights to the peanut butter packaging trade dress as part of its purchase of the Mondelez business.

The Federal Court of Australia has informed Bega Cheese that a judgment in the proceedings will be delivered on Wednesday 1 May 2019.

Bega Cheese anticipates that the judgment will be lengthy and complex. Accordingly, it will promptly obtain legal advice to assess the judgment and make any further market announcement in accordance with its continuous disclosure obligations.

1 May 2019

For further information please contact

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