

ASX RELEASE 24 September 2020

Forbidden Foods CFO Appointment

Forbidden Foods Limited (ASX: FFF, “Forbidden Foods” or “the Company”) is pleased to announce the appointment of Sam Fraser as Chief Financial Officer (“CFO”). Over the past five years Sam has acted as an advisor to the Company and more recently has assisted with the Company’s successful listing on the ASX last month.

Sam is an experienced Chartered Accountant specialising in financial and management reporting, financial modelling and audit and tax compliance. Prior to joining Forbidden Foods, Sam was a Manager at PKF advising a diverse range of emerging and established businesses whilst managing the financial and management reporting for several multinational listed companies. Sam is a graduate of the Australian Institute of Company Directors and holds a Bachelor of Business with majors in accounting and management.

Sam will oversee the financial reporting of the Company and play a key role in the formulation of the Company’s strategy to utilise the proceeds raised in its initial public offering to accelerate sales, marketing and brand development activities in Australia and internationally.

Sam will commence as CFO on 1 October 2020.

Commenting on the appointment, Forbidden Foods co-founder and CEO, Marcus Brown, said:

“We are very pleased to have Sam join the Forbidden Foods team as CFO. Sam will bring an additional level of rigour and oversight to our financial reporting and processes and represents a significant step in building out our executive management team following our successful ASX listing.”

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

For further information, please contact:

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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food, beverage and ingredients company focusing on the baby food, wellness and organic markets, with diverse national and international sales channels. The Company was established in 2010 with a vision to provide Australia with the very best health foods and to meet growing consumer demand for differentiated, plant-based and health-oriented products. The business offers more than 50 SKUs across its three brands – Forbidden, Sensory Mill and Funch – direct to consumer, retailers and food service companies, through distribution partners and via e-commerce.