

Forbidden Foods Limited ASX: FFF

ASX Announcement

10 June 2021

Landmark agreement to distribute FUNCH[®] in Vietnam

Highlights

- *Forbidden Foods has signed an exclusive agreement with AusCom International to distribute its FUNCH[®] brand in Vietnam, targeting minimum sales of \$3.15 million over an initial three-year term*
- *AusCom International has a proven track record distributing leading brands in Vietnam, including Blackmores, Fonterra and a2 Milk Company*
- *The agreement includes diversified distribution channels throughout Vietnam with FUNCH[®] branded products to be sold in supermarkets, baby stores, pharmacies and on local eCommerce marketplaces*
- *Forbidden Foods has secured the trademark for the Funch brand in Vietnam to protect brand IP*
- *The Vietnamese baby foods market is worth an estimated USD\$3.7 billion per annum and is expected to grow annually by 9.04% (CAGR 2021-2025)¹*
- *Forbidden Foods continues to partner with specialists in Asian markets to drive the entry, brand awareness and growth of FUNCH[®] into the South East Asian and Chinese markets*
- *With a strong inventory position generated in the March quarter, FFF remains well positioned to deliver in to the growing demand for FUNCH[®] from Asian consumers*

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company"), is pleased to announce that it has entered into an exclusive landmark agreement with AusCom International ("AusCom") to distribute its infant & toddler, health and nutrition brand FUNCH[®] in Vietnam.

AusCom, who specialise in sourcing and supplying the highest quality Australian products to customers around the world, have already secured the first purchase order of FUNCH[®] which has been shipped to Vietnam, confirming the growing consumer demand for nutritious and natural baby food in the region. A second purchase order has since been placed. The agreement targets minimum sales of \$3.15 million over its initial three-year term.

The increased presence of FUNCH[®] on Asian eCommerce stores will allow the immense addressable market in the region to directly purchase its products, driving export growth for the Company.

¹ <https://www.statista.com/outlook/cmo/food/baby-food/Vietnam>

Forbidden Foods Co-founder and Chief Operating Officer, Jarrod Milani said: *"We're delighted to be partnered with AusCom International, an established and reputable company with a proven track record in distributing well-known brands such as Blackmores, Fonterra and a2 Milk Company throughout Vietnam."*

"We have hit the ground running, having already launched our FUNCH Vietnam website, FUNCH Vietnam Shopee store, FUNCH Vietnam Facebook page and the first order of FUNCH baby foods has already been ordered and delivered to AusCom, with a second purchase order secured."

"Vietnam has a population of over 97 million people and a fast-growing middle class with a desire to feed their families healthy and nutritious food, making it a large and attractive market for FUNCH. Being 100% Australian made, the FUNCH baby foods range perfectly services this need and offers a modern brand for parents to connect with."

"Our distribution agreement with AusCom in Vietnam further extends our strategy of working with specialists in Asian markets to drive brand awareness and export growth of our products throughout Asia."

"We plan to continue to extend our presence in Asia through our partnership model and tap into the Asian consumers desire for quality, healthy and functional food products."



(Pictured: FUNCH Banner used in Vietnam marketing on FUNCH Vietnam Website and Shopee)

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

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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 infant, toddler, health and plant-based markets. The Company was established in 2010 with a vision to provide the very best foods to meet growing consumer demand for clean, sustainable plant-based and health-oriented products. The business sells products via its two key brands – Sensory Mill and FUNCH® – direct to consumer, retailers and food service companies, fulfilled through its distribution partners and via e-commerce across its diverse national and international sales channels.

About AusCom International

Auscom International is a 100% Australian owned, export SME based in Melbourne. Auscom International is specialised in the Mum & Baby category with a key focus on Infant Formula and Nutritional Foods from Australia. AusCom represent iconic ASX listed companies like The a2 Milk Company, Fonterra and Blackmores and has its own brand Empdairy. Auscom exports to China, Vietnam, Cambodia and several other growing Asian markets through strategic partnerships.