



**THE FOOD
REVOLUTION
GROUP**

01 February 2023

Letter to Shareholders

Dear Shareholder,

It is with great pleasure that I am writing to you as Chairman of The Food Revolution Group Limited (FOD:ASX) (Company or FOD). I was asked to join the Board earlier last year, but unfortunately other commitments did not allow me to accept.

Having been approached again just prior to Christmas and having concluded a very time-consuming obligation, I readily accepted.

You may be wondering why I was so eager to accept the role as Chairman, and there are several reasons. Firstly, I knew the founding family of The Original Juice Co. the Thyssen's. I love the fact that our Original Juice Co. products use fresh fruit and vegetables, grown by Australian farmers, then transformed into a range of quality juices here in Australia without concentrates, added sugars or preservatives.

Truly natural, quality juices produced by a truly Australian company.

The senior executives are putting their heart and soul into the company and its growth, and they deserve the opportunity to utilise the experiences of others to realise their dreams for themselves and for us as the shareholders.

Finally, the Prime Minister Mr Albanese has said he wants to grow manufacturing here in Australia. Well, your Board accepts that challenge.

Accompanying this letter, you will find three motions that your Board has proposed be put to a vote at the Extraordinary General Meeting (EGM) in March.

The resolutions we will be asking you to vote on at the EGM are aimed at growing the company.

We want to revert to the company's original name 'The Original Juice Co.' recognising its 30-year history; and the fact that it is what the consumers know the company for, and we want to play to our strengths.

Secondly, we want to have a consolidation of our shares, as we believe this will help drive institutional investment and help further recognise the company as a professional listed FMCG business that is a key participant in the Australian landscape.

Thirdly, my appointment is clearly a requirement of the regulators.

I am excited, as I hope you will be, and energised for the company's growth over the next few years.

I thank you for your support of the company in the past, and hope that continues, and that I get to meet many of you over the next few years.

Regards,

A handwritten signature in black ink, appearing to read 'Jeff Kennett', with a stylized flourish at the end.

Hon Jeff Kennett AC
Chairman
The Food Revolution Group Ltd.