

23rd October 2020

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that the Fourteenth Annual General Meeting of Heritage Brands Ltd is to be held at 30 Bando Road, Springvale, VIC 3171 on Thursday, 26th November 2020 at 10am AEDT.

Pursuant to rule 15.5 (a) of the Constitution of the Company, the meeting will also be held by a GoToMeeting Teleconference for members unable or unwilling to attend in person.

Members wishing to attend the meeting by GoToMeeting Teleconference should register in advance for this meeting at:

<https://heritagebrands.com.au/agm-registration/>

After registering, you will receive a confirmation email containing information about joining the meeting.

The GoToMeeting Teleconference will be open from 9:30 am on Thursday 26th November but the meeting will not commence until 10:00 am.

The business to be considered at the meeting is set out below. This Notice of Meeting should be read in conjunction with the accompanying Explanatory Memorandum, which contains information in relation to each of the following items of business. A Proxy Form also accompanies this Notice of Meeting.

1. ANNUAL REPORT

To receive and consider the annual financial report and the reports of the directors and of the auditor for the financial year ended 31 July 2020.

2. REMUNERATION REPORT

To adopt the remuneration report for the year ended 31 July 2020.

Note: Pursuant to section 250R(3) of the Corporations Act the vote on this resolution is advisory only and does not bind the directors or the Company.

Voting exclusion: A voting exclusion applies to this item. Please see the voting exclusion statement in the Important Information below.

3. ELECTION OF DIRECTORS

- a) To re-elect by ordinary resolution as a director, Mr Maxim Krok, who ceases to hold office in accordance with the Company's Constitution Rule 20.2 and, being eligible, offers himself for re-election; and

- b) To re-elect by ordinary resolution as a director, Mr Stephen Mason, who ceases to hold office in accordance with the Company's Constitution Rule 20.2 and, being eligible, offers himself for re-election.

4. OTHER MATTERS

To transact any other business brought forward in accordance with the Company's Constitution.

IMPORTANT INFORMATION

Entitlement to vote

Pursuant to Regulation 7.11.37 of the Corporations Regulations, the Company has determined that for the purposes of the meeting, all Shares will be taken to be held by the persons who held them as registered shareholders at 7.00pm (AEDT) on Tuesday 24th November 2020. Accordingly, transactions registered after that time will be disregarded in determining entitlements to attend and vote at the meeting.

Proxies

A member entitled to attend and vote is entitled to appoint a Proxy. A Proxy need not be a member. A member who is entitled to cast 2 or more votes may appoint 2 proxies and may specify the proportion or number of votes each Proxy is appointed to exercise.

Details for completion and lodgement of proxies are on the reverse side of the Proxy form. A Proxy must be received by the Company's share registry, Boardroom Pty Limited by 10am AEDT on Tuesday 24th November 2020. Proxies may be lodged online at <https://www.votingonline.com.au/hbaagm2020>, mailed to Boardroom Pty Ltd GPO Box 3993 Sydney NSW 2001, hand delivered to Boardroom Pty Ltd Level 12, 225 George Street Sydney NSW 2000 or sent by facsimile to +61 2 9290 9655.

Voting Exclusion Statements

Resolution 2 (Remuneration Report): The Company will disregard any votes cast on the proposed resolution in item 2 above:

- by or on behalf of a member of the Company's key management personnel (including the directors) named in the Remuneration Report for the year ended 31 July 2020 or their 'closely related parties' as defined in the Corporations Act 2001 (which includes spouses, dependants and companies they control), regardless of the capacity in which the vote is cast; or
- as a Proxy by a member of the Company's key management personnel at the date of the meeting or their closely related parties, unless the vote is cast as a Proxy on behalf of a person entitled to vote on resolution 2;
- in accordance with a voting direction specified on the Proxy form; or
- where there is no specified voting direction, by the Chairman of the meeting pursuant to an express authorisation to vote as the Proxy decides, even though Resolution 2 is connected with the remuneration of the key management personnel.

BY ORDER OF THE BOARD

Chris Mc Gibbon
Company Secretary

Dated: 23rd October 2020

EXPLANATORY NOTES

Financial Statements and Reports

The Corporations Act requires that the financial report (which includes the financial statements and directors' declaration), the Directors' Report and the Auditor's Report be laid before the Annual General Meeting. There is no requirement however for members to approve the reports.

Remuneration Report

The Remuneration Report is set out on pages 9 - 13 of the 2020 Annual Report which is available on the website at www.heritagebrands.com.au. It sets out the policy for the remuneration of the directors and specified executives of the Company.

The Corporations Act requires that the Company put the Remuneration Report to a vote by Members at the Annual General Meeting. Prior to the vote the Chairman will give members the opportunity to ask questions about or make comments on the Remuneration Report.

The Corporations Act expressly provides that the vote is advisory only and does not bind the directors or the Company.

The Board recommends that the shareholders vote in favour of the resolution to adopt the Remuneration Report.

Election of Directors

As required by the Company's Constitution, two directors, Mr Maxim Krok and Mr Stephen Mason, retire by rotation. Both offer themselves for re-election.

The Board recommends the re-election of Maxim Krok and Stephen Mason. Neither of these directors participated in the Board's deliberations with respect to their recommendation for re-election or election.

The experience and qualifications of each of the candidates are briefly summarised below.

Heritage Brands Board Member Information

Maxim Krok

Non-Executive Director, Chairman of Heritage Brands Limited – B Proc. LLB

Over the past 30 years, Maxim Krok's positions have included Chairman, Executive and Non-Executive Director and Shareholder of numerous private and public companies.

His experience is in a remarkably diverse range of sectors including pharmaceuticals, cosmetics and toiletries, medical equipment and disposables, hygiene and sanitation, charcoal and salt production, property

development, amusement parks, casinos, hotels and conferencing and retail supermarkets.

Over the last ten years Maxim Krok has been a Non-Executive Director of Heritage Brands Limited and was elected Chairman in 2019.

Stephen Mason

Non-Executive Director, Member (Former Chair) of the Audit, Risk and Corporate Governance Committee— LLB, BComm, DipCM, FCPA, FGIA, FCSA, JP

Former CEO of Creative Brands Pty Ltd and Finance Director of ASX-listed Lemarne Corporation Ltd for over 10 years and Company Secretary for 20 years. Currently CEO of the Australian Patients Association.