

RETAILFOODGROUP

STRENGTH IN BRANDS

24 December 2014

Update Regarding Share Purchase Plan

On 24 October 2014, leading Australian retail food brand manager and franchisor, Retail Food Group Limited (RFG or the Company), announced a Share Purchase Plan (SPP) to raise \$15 million.

RFG is pleased to advise that it has received applications from over 2,700 eligible shareholders for considerably more than the \$15 million sought under the SPP.

Due to the oversubscription, the Directors have exercised their discretion to scale back the offer on a pro rata basis, with eligible shareholders to receive circa 47.31% of the shares applied for.

The Company anticipates allotment of SPP shares on the 30th of December 2014 consistent with the SPP timetable, and will keep the market informed in that respect.

About Retail Food Group Limited:

RFG owns the Donut King, Brumby's Bakery, Michel's Patisserie, bb's Café, Esquires, Gloria Jean's Coffees, It's A Grind, The Coffee Guy, Café2U, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza Bar franchise systems. In addition, the Company is a significant wholesale coffee roaster supplying existing Brand Systems and third party accounts under the Evolution Coffee Roasters Group, Caffe Coffee, Roasted Addiqtion, Maranatha Import Export, Café Palazzo and Barista's Choice coffee brands. On 25 November 2014 the Company entered into a Share Purchase Agreement to acquire Di Bella Coffee, with settlement scheduled for 31 January 2015.

ENDS

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