



14 February 2024

The Manager
National Stock Exchange of Australia Limited

Rights Issue – Heritage Brands Limited (NSX code – HBA)

Heritage Brands Limited (“**Heritage Brands**” or the “**Company**”) is pleased to announce a pro rata non-renounceable rights issue to raise approximately \$7.2 million before expenses. Under the rights issue eligible shareholders will be offered 1 new ordinary share for every 1 ordinary share held at a price of 0.4 cents (\$0.004) per new share (the “**Offer**”).

All shareholders who are registered as shareholders as at 7.00 pm on the record date of Thursday, 29 February 2024 with a registered address in Australia or New Zealand will be entitled to participate in the rights issue.

Funds to be raised from the Offer will be used as follows:

- to add to the Company's working capital; and
- to meet the costs of the Offer.

Please note that the entitlements to new shares under the Offer are non-renounceable, which means that you may not sell or transfer your entitlements.

Heritage Brands will not prepare a prospectus or other disclosure document for the rights issue, as the Offer will be made under section 708AA of the Corporations Act 2001 (Cth). However, Heritage Brands will send an offer document, and a personalised entitlement and acceptance form, to eligible shareholders on or before 4 March 2024.

The following documents in relation to the rights issue are enclosed for release to the market:

- A copy of the offer document;
- A sample entitlement and acceptance form;
- An application for quotation of additional securities; and
- The text of a letter to be mailed to all eligible shareholders in accordance with the NSX Listing Rules.

A proposed timetable for the Offer is set out in the table below:

Event	Date
Announcement of Offer Offer Document and Application for Quotation of New Shares lodged with NSX	14 February 2024
Notice of Offer sent to shareholders	15 February 2024
Existing Shares commencing trading ex-rights, i.e. Ex-date	28 February 2024
Record Date to determine Entitlements under the Offer (7.00pm Sydney time)	29 February 2024
Offer Document and Entitlement and Acceptance Forms despatched to shareholders	4 March 2024
Opening Date of Offer	4 March 2024
Closing Date of Offer - final day for receipt of Entitlements and Acceptance Forms and Acceptance Moneys (5.00pm Sydney time)	18 March 2024
Allotment of New Shares	22 March 2024
Despatch of holding statements for New Shares and deferred settlement trading ends	22 March 2024

This timetable is indicative only and may be subject to change (subject to the requirements of the Corporations Act and the NSX Listing Rules).

Yours faithfully,

HERITAGE BRANDS LIMITED

Stephen Mason

Stephen Mason
Company Secretary