

RETAILFOODGROUP

STRENGTH IN BRANDS

27 October 2014

RFG Announces Successful Completion of Placement

Australia's largest multi-brand retail food franchisor and leading wholesale coffee roaster, Retail Food Group Limited (RFG or the Company), today announced that it had successfully completed a placement of 8,333,334 ordinary shares at \$4.80 per share to raise \$40m before costs.

The placement was strongly supported by the Company's existing institutional investors and new shareholders, and was significantly oversubscribed.

The issue was within the prescribed 15% limit under ASX Listing Rule 7.1, and all shares issued under the capital raising will rank equally with existing ordinary shares.

Settlement of the placement is anticipated Thursday, 30 October 2014, with the new shares scheduled for allotment and ASX quotation the following day.

As previously indicated, the aforesaid placement will be supplemented by a Share Purchase Plan (SPP) to raise up to a further \$15m. The SPP will be at the same price as the placement, and further details concerning it will be provided to shareholders shortly.

RFG CEO Tony Alford noted that the proceeds of the capital raising would be used to fund the Company's recently announced acquisition of the Gloria Jean's Coffees Brand System and its affiliated wholesale coffee business.

"Market appetite for RFG shares in the placement was strong, and the Company is pleased to welcome a number of respected institutional investors to the register. RFG would also acknowledge, with thanks and appreciation, those existing shareholders who have endorsed the Company's strategic acquisitive strategy by increasing their shareholding under the placement", he said.

The placement was managed by Petra Capital.

About Retail Food Group Limited:

RFG owns the Donut King, Brumby's Bakery, Michel's Patisserie, bb's café, Esquires, The Coffee Guy, Café2U, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza 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 Addition and Barista's Choice coffee brands.

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