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Company Announcements Office
ASX Limited
Level 4, 20 Bridge Street
Sydney NSW 2000

Freedom Foods Group Limited
Memorandum of Understanding signed with JD Worldwide to broaden strategic partnership

Freedom Foods Group Limited (ASX:FNP) (Freedom Foods) today announced that it has signed a Memorandum of Understanding (MoU) with JD Worldwide to further develop strategic cooperation between the two parties.

JD Worldwide operates under JD.com, one of the largest business-to-consumer online retailers in China, enabling international producers and suppliers to sell directly to Chinese consumers without requiring an established presence in China.

JD Worldwide was established in December 2014 and began operations in April 2015 – within 4 months it had attracted 900 stores offering more than 1.2 million product SKUs.

Freedom Foods currently sells a range of UHT dairy milk products under the So Natural, Vitalife and Simply White brands directly to Chinese consumers on the JD Worldwide platform. Since launching in September 2015, Freedom Foods has achieved strong sales, with significantly increasing demand forecast into 2016.

The MoU will see Freedom Foods expand its product offering available on JD Worldwide to include a range of cereals and snacks, as well as non-dairy UHT products. In addition, Freedom Foods will launch a branded flagship store on the platform, which will significantly increase Chinese distribution of the company's products.

Under the terms of the MoU, Freedom Foods and JD Worldwide will work together to significantly expand the promotion and merchandising activities to drive further growth in the So Natural, Vitalife and Simply White UHT dairy milk brands, as well as develop additional product formats and product types in both the dairy and non-dairy UHT categories.

Following on from Freedom Foods' recently announced acquisition of Popina Foods, the broader strategic partnership will also see Freedom Foods and JD Worldwide combine to launch a range of cereal and snack products via JD Worldwide's direct sales platform early in 2016 initially focussed on the Arnold's Farm Oat-based Clusters, So Natural Oat-based Clusters and Freedom Foods Porridge.

"The strategic partnership between Freedom Foods and JD has taken a further step today and cements our already strong and developing relationship," Mr Rory Macleod, Managing Director said.

"Our capital investment and acquisition program, including the Popina Foods acquisition, creation of the Pactum Dairy Group and the development of the UHT processing facility at Ingleburn has

provided Freedom Foods with additional capability and capacity to capitalise on the rising demand in China and other Asian markets for Australia's high quality premium food products.

"We are excited by the opportunity to partner with JD to bring Freedom Foods' trusted brands and high quality products to the Chinese market."

The Freedom Foods flagship store is expected to go live on JD.com in December 2015.

For further information, please contact:

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**JD WORLDWIDE AND FREEDOM FOODS GROUP LIMITED
MEMORANDUM OF UNDERSTANDING SIGNING CEREMONY**

