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Company Announcements Office  
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Sydney NSW 2000

**Freedom Foods Group Limited  
Strategic Partnership with Pinlive Foods China**

Freedom Foods Group Limited (ASX Code: FNP) (Freedom Foods) today announces a strategic partnership agreement with Pinlive Foods (Pinlive).

Pinlive is one of China's most respected and leading imported food and beverage brand distributors in China. It has a well established distribution for its major brands in both traditional retail and online e-commerce channels in China.

Freedom Foods and Pinlive established their initial collaboration in 2015 for the sourcing and manufacture of high quality Premium Weidendorf UHT milk (Australian version). The product launched successfully during the Double 11 promotional period on Tmall.com and continues to grow sales across key general trade e-commerce platforms in China.

Pinlive has recognised Australia as an important source of high quality dairy and cereal products. The reducing tariffs on imported products under the China Australia Free Trade Agreement will increase Australia's competitiveness against other markets. Dairy and cereal products into China will have tariffs reducing to zero over periods of between 3 and 7 years.

Under the partnership agreement, Pinlive and Freedom Foods will expand the range of Pinlive branded food products sourced directly from an Australian manufacture. This will include dairy and cereal products with the first of these additional products to launch in China in the 2<sup>nd</sup> half of the calendar year 2016.

The agreement with Pinlive is further recognition by leading Chinese food and beverage groups of Freedom Foods' unique sourcing, manufacturing and innovation capabilities in its expanding dairy, non-dairy and cereal and snack operations.

For further information, please contact:

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### Background to Pinlive Foods ([www.Pinlive.com](http://www.Pinlive.com))

Pinlive founded in 1995 has been focusing on imported food for 20 years. It has become a leading brand operator of imported food in China. The company undertakes the mission of using fine food from all over the world to make people more stylish and healthier and devote itself to becoming the most respected healthy food company in China.

Through close strategic co-operation with the world's leading food manufacturers, Pinlive devotes itself to connecting Chinese food brands with the global manufacturing system and to bringing healthy foods and lifestyle from all over the world to Chinese consumers.

Its own label Weidendorf milk and Wurenbacher beer are both of assured quality and good taste, which makes them popular among Chinese consumers.

As a general distributor in China of the world's well-known food brands, Pinlive selects more than 20 world-renowned healthy food brands amongst key food categories including grains, oil, beer, dairy breakfast cereals, chocolate, canned food, snacks, biscuits and cakes. It is a leading imported food supplier for major retail supermarket chains, high-end supermarkets and department stores in the China market.

All the Pinlive products are produced in overseas factories and then imported to China in original packaging. The products are fully compliant with food standards in both the manufacturing country and in China. It is in this way that Pinlive ultimately makes Chinese consumers able to enjoy food imported from all over the world with convenience and ease.

### Strategic Partnership Signing in Shanghai



**Weidendorf Global Selections “Imported from Australia” Product  
Manufactured at Freedom Foods Group Shepparton UHT Dairy Facility**

