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

**Freedom Foods Group Limited
Launch with IDP Vietnam of UHT milk range**

Freedom Foods Group Limited (ASX Code: FNP) (Freedom Foods) is pleased to announce the launch of a new range of Australian dairy milk products in Vietnam.

International Dairy Products (IDP) launched in Ho Chi Minh City, their new Love'in Farm (LiF) UHT 100% Fresh Dairy Milk range.

Freedom Foods, through its Pactum Dairy Group (PDG) business have partnered with IDP to manufacture a range of high quality UHT dairy products for the Vietnamese market. This is the first major strategic partnership in Vietnam with commencing volume expected to reach 4 million litres in year 1. From the initial contact in April 2015, the companies have moved quickly to formalise a supply and co-brand agreement with products hitting the shelves between April and May 2016.

The product range will retail at a small premium to domestic UHT fresh products, with IDP aiming to make their high quality Australian dairy milk more accessible to a wider Vietnamese audience. IDP expects to expand the range with other high quality value added products to build a strong portfolio of Australian dairy products for Vietnam and other export markets.

The product launch highlighted PDG's strong expertise in delivering high quality dairy products sourced directly from the famous food bowl of Victoria, the Goulburn Valley. With product safety and source a key priority for Vietnamese consumers, IDP have also launched a traceability program that allows its consumers to further engage with their products and trace back to the area that their milk was sourced from.

The commencing range includes 4 SKUs under the Love'in Farm Range.

For further information, please contact:

Rory J F Macleod
Managing Director
Freedom Foods Group Limited
Tel: +61 2 9526 2555



Background to IDP (<http://idp.vn/lif/en/>)

International Dairy Products JSC was established in 2004 with its first factory in Chuong My – Hanoi. It later launched the second and third factory in Ba Vi and Cu Chi, two of the largest fresh milk production hubs of Vietnam, in 2010 and 2013. IDP specialises in producing and selling UHT milk, pasteurised fresh milk, spoon and drinking yogurt under such brands as Love'in Farm, Ba Vi, and Love'in Farm KUN. In 2009, IDP developed the Love'in Farm dairy farm with a total investment of VND 600 billion that supports 2,500 households and 10,000 dairy cows in Ba Vi and the surrounding region. Recent investment in 2014 from VinaCapital (Vietnam) and Daiwa Investment Corporation (Japan) has further increased the company's resources to support long term goals which focuses on developing high quality dairy and nutrition products.

Launch of LiF Australian Sourced Milk in Ho Chi Minh City



LiF Australian Sourced Product Range

