

4th February 2014

Dear Option Holder

NOTICE TO OPTION HOLDERS – 17 February 2014 Expiry

We are writing to you as a registered holder of unlisted options (**Options**) in Freedom Foods Group Limited (**FNP**) and to remind you that your Options to subscribe for ordinary fully paid shares in FNP will expire at 5.00pm Australian Eastern Standard Time (AEST) on 17 February 2014.

Each option entitles the holder to acquire one ordinary share in FNP for \$0.40 each. The last sale price for FNP shares on the ASX was \$2.63 on 30th January 2014. To date a total of 19,114,061 Options or 98.64% of those originally issued have been exercised by Option Holders.

In order to exercise your Options, you will need to complete the Option Exercise Notice which was sent to you with your Option Certificate and return your Option Certificate, the Option Exercise Notice and the total amount payable (at the exercise price of \$0.40 per Option), so that it is received by no later than 5.00pm AEST on 17 February 2014. Please consider postage time and allow sufficient time to enable cleared funds in the Company's bank account by 17 February 2014. The Options will expire at 5.00pm Australian Eastern Standard Time (AEST) on 17 February 2014. In accordance with the Option terms of issue, you may only exercise Options in multiples of 100 unless you exercise all your Options at one time.

The courses of action open to you, as Option Holder, are:

(i) **Exercise all or some of the Options**

Complete the Option Exercise Notice and return along with your payment in the enclosed reply paid envelope, so that it is received by no later than 5.00pm AEST on 17 February 2014. Please ensure all cheques are made payable to 'Freedom Foods Group Limited'. If you are paying via EFT, please ensure your Option Holder registered name is included in the reference field.

Account Name: Nutrition Ventures Financing Pty Limited
Account: Dividend Account
Address: 580 George Street, Sydney
Bank: HSBC Bank Australia Limited
BSB: 342 - 011
Account Number: 170909-002
Swift Code: HKBAU2S



(ii) **Do nothing**

If you do not take action to exercise your options prior to the expiry date of 17 February 2014, the options will expire and your right to purchase shares at \$0.40 per share will lapse and all rights will be forfeited.

For further information in regards to the Options please contact Sharon Maguire on +61 2 9526 2555.

Yours Sincerely



Rory J F Macleod
Managing Director
Freedom Foods Group Limited

OPTION EXERCISE NOTICE

Company Secretary
Freedom Foods Group Limited
80 Box Road
Taren Point NSW 2229

I/We _____

Of _____

(**Option Holder**) the registered holder(s) of Options gives notice of exercise of _____

Options in accordance with the terms and conditions of issue of those Options, and applies for

_____ Number in Words

_____ Number in Figures

fully paid ordinary shares in the capital of the Company (**Shares**).

The sum of \$_____ for the exercise of _____ (No. of Options) at an exercise price of \$0.40 per Option is attached/has been transferred to the Company's bank account with the reference of _____.

The Option holder requests the Company to issue the Shares to the Option holder and agrees to accept the Shares on and subject to the terms and conditions of the Company's constitution. The Option holder authorises the Company to enter its name on the Company's Share Register in respect of the Shares issued in the Option holder.

**Individual or Option Holder 1
Holder 3**

Joint Option Holder 2

Joint Option

**Individual or Sole Director
Company Secretary**

Director

Director/

Dated : _____

_____ **Contact Name**

_____ **Contact Business Telephone / Mobile**