

F.F.I. HOLDINGS LIMITED

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ASX ANNOUNCEMENT

PROFIT GUIDANCE UPDATE

In accordance with the ASX continuous disclosure reporting requirements, the Directors of FFI Holdings Limited (the “**Company**”) advise that based on draft unaudited financial management reports, the Company expects net profit after tax for the full year ended 30th June 2011 to be approximately 15% less than that reported in the previous year.

EARNINGS FROM FOOD OPERATIONS

Trading conditions during the second half of the 2011 financial year have been very difficult. Record world commodity prices for many of the Company’s main raw materials have placed pressure on profit margins. As a result, profit from food operations for the second half is expected to be down by 42% when compared with the previous corresponding period. For the full year, this decline has been fully offset by the profit on the sale of the Company’s Olympic Fine Foods business and the record results achieved from the food operations in the first half of the financial year.

CONTRIBUTION FROM PROPERTY INVESTMENT

There has been no material change in the market value of the Company’s investment properties during the 2011 financial year. Accordingly, they are not expected to contribute to profits this year compared with the \$816,500 upwards revaluation before tax in the previous financial year.

The Company continues to hold the land at carrying values which the Directors believe are very conservative. The Directors are continuing to assess opportunities with the aim of creating a cash flow from this significant asset.

OUTLOOK

The difficult trading conditions are expected to persist into the first half of the 2012 financial year.

The Company is in a very strong financial position with low debts, solid cash flows, quality assets and experienced management. From this position we are well placed to meet the challenges of the current trading environment and maintain growth over the longer term.

The Company expects to release its Preliminary Final Report and dividend announcement on or around 23 August 2011.

About FFI Holdings Ltd.

F.F.I. Holdings Ltd is a West Australian based food company with manufacturing, processing and packing operations covering the following areas –

- ◆ “Chocolate Products of Australia” – industrial supply of chocolate and chocolate compounds.
- ◆ “Nemar Cake Toppings” – cake toppings and confectionery products.
- ◆ “Prepact”- contract packing and blending.
- ◆ “Fresh Food Industries” – bakers jams and fruit fillings.
- ◆ “Tradition Smallgoods” – fresh sausages, bacon and processed meat products.

Rodney Moonen

Chairman

30th June 2011