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

Freedom Foods Group Limited
Strategic Partnership with Seamild Group China

Freedom Foods Group Limited (ASX Code: FNP) (Freedom Foods) today announces that it has entered into a Strategic partnership agreement with Seamild Group (Seamild) of China.

Seamild is China's most respected and leading oat based cereal and foods brand owner and manufacturer. It has a well-established distribution for its major branded products in both traditional retail and online e-commerce channels in China.

Seamild has recognised Australia as an important source of high quality oat and cereal products. For the past 10 years, Seamild has sourced high quality raw oats from Western Australia for processing and packaging in China. The reducing tariffs on imported products under the China Australia Free Trade Agreement will increase Australia's competitiveness against other markets. Cereal products into China will have tariffs reducing to zero over the remaining 3 year period.

Under the partnership agreement, Seamild and Freedom Foods will expand the range of Seamild branded oat based cereal products sourced directly from Australian manufacture. This will include value added oat cereals, oat cluster and oat based snacking products with the first of these additional products to launch in China in the 2nd half of the calendar year 2017.

Seamild and Freedom Foods will also look to expand collaboration for marketing and distribution of Freedom Foods branded products into China as well as other potential strategic linkages in the future.

The agreement with Seamild is further recognition by a leading Chinese food and beverage group of Freedom Foods' unique sourcing, manufacturing and innovation capabilities in its expanding cereal, as well as dairy and plant based beverage operations.

For further information, please contact:

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MAKING FOOD BETTER



Background on Seamild Group

Seamild is a healthy food enterprise which mainly bases on oats food development, production and sales. Seamild's headquarters is located in Guilin city which is a famous tourist destination in China. Seamild Group sources oats from Western Australia which has Green Food Certification and has established an organic oats planting base in Hebei Zhangjiakou which has Organic Food Certification. It has formed a complete industrial chain from oats planting to R&D, production and sales.

Seamild has been focusing and specializing in R&D and production for oats healthy food. Seamild dedicate themselves to building the Chinese oats industry. After twenty years of hard work and determined effort, Seamild now owns the biggest and the most advanced oat products manufacturing base in China and its production capacity of end products is more than 1 billion yuan. Seamild has established products, R&D team and modern management platform, formed around three categories of oats products: oats staple food, oats nutritious food and oats snack, including more than seventy types of oats series products. In addition to Green Food Certification and Organic Food Certification, Seamild has also obtained some other certifications including Quality Safety Certification (QS)、HACCP and ISO22000.

"The essence of oats makes a wonderful life" is the core value of Seamild. Seamild is dedicated to creating a healthy food brand and has built a dedicated marketing network which covers the whole country in the process of promoting brand value. We've established a mutually beneficial and win-win partnership with more than 500 dealers across the country. A large number of consumer groups with high brand loyalty have formed, with Seamild now having the largest market share and the leading brand in oats industry in China for more than ten consecutive years.

Chinese oats market has a bright prospect. As a leading brand in oats industry, Seamild insist on the operational ideas of "Persistence, Honesty, and Harmony to reach healthy life". We devote ourselves to improve the Chinese consumer's diet structure and the health level of the whole nation.



Source: Seamild Group