



October 6, 2014

ANNOUNCEMENT

AUSFINE FOODS OPEN FOR BUSINESS IN INDONESIA

The Directors and Management of Ausfine Foods International Pty. Ltd. are pleased to announce the establishment of PT AUSFINE FOODS INDONESIA (PTAFI).

We are fortunate to have secured the services of Ms Sie Mei Ling (Mei Ling) as our inaugural Country Manager. Mei Ling brings with her many years experience in import purchasing and sales of commodity food products. We warmly welcome Mei Ling to the Ausfine team.

PTAFI becomes the second offshore office for Ausfine following on from the successful establishment of the Philippine office in 2010. With a population of over 240 million spread across more than 17,000 islands, Indonesia ranks as the worlds 5th largest emerging market. It is forecast to be a top 10 global economy by 2030 when the already rapidly growing middle class is expected to top 90 million consumers. These factors have strongly impacted the decision to make Indonesia the next place for Ausfine's expansion.

Having reliable and knowledgeable local staff on the ground in the Philippines has proven to provide benefits to our existing customers in market and given our dairy and meat suppliers from around the world a unique insight into market trends and developments. The same attention to quality of service, product knowledge and market intelligence will ensure customers and suppliers will come to benefit from Ausfine's investment in Indonesia.

Further enquiries can be directed by email to the undersigned garry@ausfine.com.au and meiling@ausfine.com

Kind regards

A blue ink handwritten signature of Garry Embleton, consisting of a series of loops and a long horizontal stroke.

Garry Embleton
Chief Executive Officer

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