



ASX ANNOUNCEMENT

Kraft Heinz Legal Proceedings

The Federal Court of Australia has today confirmed Bega Cheese's right to continue to use the trade dress associated with the peanut butter products that it acquired as part of its purchase of the Mondelez Grocery Business in 2017. Importantly, this gives Bega Cheese the right to continue to use the current packaging of its Smooth and Crunchy Peanut Butter products.

As previously announced, Kraft Heinz commenced the proceedings in the Federal Court in which it claimed ownership of the legal rights in the peanut butter trade dress associated with the product packaging, comprising a jar with a yellow lid and a yellow label with a blue or red peanut device with the jar having a brown appearance when filled, and sought to prevent Bega Cheese from using this packaging trade dress. The Federal Court judgment, which was delivered today, has rejected this, and determined that Kraft Heinz's use of the trade dress is misleading or deceptive under Australian law.

Bega Cheese is proud to have bought the Mondelez Grocery Business in 2017, which included peanut butter and of course Australia's most iconic brand Vegemite. Our factory at 1 Vegemite Way Port Melbourne continues to produce Australia's favourite peanut butter, which it has done for more than 55 years.

Bega Cheese is a proud Australian company investing in Australian jobs, Australian manufacturing and Australian farmers. We look forward to continuing to produce and supply our customers with our much-loved peanut butter products.

Bega Cheese will review the lengthy Federal Court judgment and make any necessary further announcement following this review.

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