

28 July 2015

The Manager
National Stock Exchange of Australia Limited

Dear Sir/Madam

RESULTS OF NON-RENOUNCEABLE RIGHTS ISSUE

Heritage Brands Limited (the "**Company**") advises that its 2.9358 for 1 non-renounceable rights issue (the "**Rights Issue**") closed at 5.00 pm on 23 July 2015.

The Company provides the following information to the NSX in accordance with the NSX Listing Rules:

Total number of new shares available under the Rights Issue, after rounding (" New Shares ")	1,343,488,452
Number of New Shares taken up by eligible shareholders	1,194,325,072
Number of New Shares not taken up by eligible shareholders (" Shortfall Shares ")	149,163,380

Subject to the terms of the Underwriting Agreement between the Company and Pitt Capital Partners Limited (the "**Underwriter**"), the Shortfall Shares will be issued to, or as directed by, the Underwriter.

Heritage Brands Limited advises that the allotment date for the Rights Issue is 30 July 2015. Holding statements for the New Shares will be dispatched to all participating shareholders on 30 July 2015.

Yours faithfully,
HERITAGE BRANDS LIMITED

CHRIS McGIBBON
Company Secretary