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Change of Director's Interests

File Reference:
I:\Mhouston\08100236 NSX Change in Directors Interests notice_MKrok.doc

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Introduction

To ensure the efficient processing of this form by NSX, please:

1. Adhere to the suggested number of the annexures required by this form.
2. Complete **all** statements and questions in this form. (NSX can provide an electronic version of this form on request).

More Information and Submission of Form:

Further information can be obtained from and all applications should be sent to:

Manager, Admissions
National Stock Exchange of Australia Limited
PO BOX 283
Newcastle NSW 2300

Phone: +61 2 4929 6377
Fax: + 61 2 4929 1556
http://www.nsxa.com.au

Change of Director's Interest Notice

Information or documents not available now must be given to NSX as soon as available. Information and documents given to NSX become NSX's property and may be made public.

Name of entity	**Heritage Brands Limited**
ABN	**91 081 149 635**

We (the entity) give NSX the following information under section 205G of the Corporations Act.

Name of Director	Maxim Krok
Date of last notice	12 December 2008

Part 1 - Change of director's relevant interests in securities

Direct or indirect interest	Direct – 160,174,133 ordinary class shares Indirect – 222,974,838 ordinary class shares
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	The registered holders of the securities in which a relevant interest is held are the following entities (each of which are controlled by Maxim Krok): Akoca Pty Ltd (120,174,134 shares) Maximize Equity Pty Ltd (91,431,644 shares) Kistani Holdings Pty Ltd (11,369,060 shares)
Date of change	30 July 2015
No. of securities held prior to change	102,800,704
Class	Ordinary class shares
Number acquired	280,348,267
Number disposed	-
Value/Consideration **Note: If consideration is non-cash, provide details and estimated valuation**	0.75 cents ($0.0075) per ordinary share
No. of securities held after change	383,148,971
Nature of change **Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back.**	Acquired pursuant to rights issue

Part 2 – Change of director's interests in contracts

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration **Note: If consideration is non-cash, provide details and an estimated valuation**	
Interest after change	