

Change of Director's Interests

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Table of Contents

INTRODUCTION3

 MORE INFORMATION AND SUBMISSION OF FORM:3

CHANGE OF DIRECTOR’S INTEREST NOTICE4

 PART 1 - CHANGE OF DIRECTOR’S RELEVANT INTERESTS IN SECURITIES4

 PART 2 – CHANGE OF DIRECTOR’S INTERESTS IN CONTRACTS5



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.nsga.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	Peter Henry Townsend Cox
Date of last notice	17 August 2010

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

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	The registered holder of the securities in which a relevant interest is held is J.K.L. Developments Pty Limited, which is controlled by Peter Cox
Date of change	30 July 2015
No. of securities held prior to change	18,299,034
Class	Ordinary class shares
Number acquired	13,399,600
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	31,698,634
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	