

**Form 604**

Corporations Act 2001

Section 671B

**Notice of change of interests of substantial holder**To Company Name/Scheme Heritage Brands LimitedACN/ARSN 081 149 635**1. Details of substantial holder(1)**Name Souls Private Equity LimitedACN/ARSN (if applicable) 111 196 420

There was a change in the interests of the substantial holder on

30/07/2015

The previous notice was given to the company on

13/02/2007

The previous notice was dated

13/02/2007**2. Previous and present voting power**

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Ordinary shares	23,200,733	68.237%	452,470,639	25.1%

**3. Changes in relevant interests**

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
	See Annexure "A"				

**4. Present relevant interests**

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Souls Private Equity Limited	Souls Private Equity Limited	Souls Private Equity Limited	Registered owner	452,470,639	452,470,639
				ordinary class	

**5. Changes in association**

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
	Not applicable

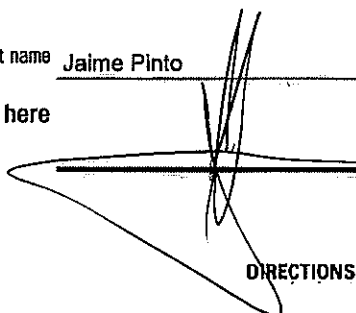
**6. Addresses**

The addresses of persons named in this form are as follows:

Name	Address
Souls Private Equity Limited	Level 2, 160 Pitt Street, Sydney NSW 2000

**Signature**

print name Jaime Pinto capacity Company Secretary  
 sign here \_\_\_\_\_ date 28 / 08 / 2015



**DIRECTIONS**

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 6 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (6) Include details of:
  - (a) any relevant agreement or other circumstances because of which the change in relevant interest occurred. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
  - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

**ANNEXURE "A"**

This is annexure "A" of 2 pages referred to in Form 604 "Notice of change of interests of substantial holder" dated 28 August 2015.

Jaime Pinto

<b>Date of change</b>	<b>Person whose relevant interest changed</b>	<b>Nature of change(6)</b>	<b>Consideration given in relation to change(7)</b>	<b>Class and number of securities affected</b>	<b>Person's votes affected</b>
1/10/2008	Souls Private Equity Limited	Dilution of holding due to issue of 12,092,465 new shares by the Company in connection with acquisition of Hair FX Australia assets and Kistani Pty Ltd and a capital raising	No transaction by substantial holder	No transaction by substantial holder	No transaction by substantial holder
31/10/2009	Souls Private Equity Limited	Dilution of holding due to issue of 570,000 new shares by the Company in connection with acquisition of Innoxia Group Pty Ltd	No transaction by substantial holder	No transaction by substantial holder	No transaction by substantial holder
8/01/2010	Souls Private Equity Limited	Dilution of holding due to issue of 193,133,617 new shares by the Company under a rights issue, of which 91,761,373 new shares were taken up by the substantial shareholder	\$1,835,227 (2 cents per new share)	91,761,373 ordinary shares	91,761,373

<b>Date of change</b>	<b>Person whose relevant interest changed</b>	<b>Nature of change(6)</b>	<b>Consideration given in relation to change(7)</b>	<b>Class and number of securities affected</b>	<b>Person's votes affected</b>
10/08/2010	Souls Private Equity Limited	Dilution of holding due to issue of 217,762,810 new shares by the Company in connection with acquisition of Creative Brands Pty Limited	No transaction by substantial holder	No transaction by substantial holder	No transaction by substantial holder
30/07/2015	Souls Private Equity Limited	Dilution of holding due to issue of 1,343,488,452 new shares by the Company under a rights issue, of which 337,508,533 new shares were taken up by the substantial holder	\$2,531,314 (0.75 cents or \$0.0075 per new share)	337,508,533 ordinary shares	337,508,533