



ASX Announcement

Forbidden Foods Limited ASX: FFF

28 March 2025

Appointment of Non-Executive Director and Board changes

Forbidden Foods Ltd (ASX: FFF) (“Forbidden Foods” or “the Company”) is pleased to announce the appointment of Mr Tim Freeburn as a Non-Executive Director, effective from 1 April 2025.

Mr Freeburn’s appointment significantly strengthens the composition of the Board with senior executive experience in the FMCG sector. He currently serves as Managing Director of Sesión Tequila, a multi award-winning Australian tequila brand which he co-founded in 2016 with high-profile entrepreneur, Jennifer Hawkins.

As a co-founder and managing director of a leading Australian FMCG business, Mr Freeburn brings in-depth market knowledge alongside extensive industry networks and has the necessary skills and experience to help guide the Company’s next phase of growth following the strategic acquisition of Oat Milk Goodness (OMG).

As part of the appointment, Mr Freeburn has elected to be remunerated in script, subject to shareholder approval and in-lieu of cash payments.

Concurrently, the Company advises Non-Executive Chairman, Mr Albert Cheok, and Non-Executive Director, Mr Nathan Quailey, have tendered their resignations, effective 1 April 2025. The resignations were agreed jointly between the Company and the outgoing Directors, both of whom hold several other roles. The Company would like to thank Mr Cheok and Mr Quailey for their contribution to the strategic direction of the business and wishes them well in their future endeavours.

Non-Executive Director Mr Daniel Rootes will assume the role of Interim Non-Executive Chairman, while the Board advances its executive search initiatives.

Chief Executive Officer, Mr Alex Aleksic commented: *“We are thrilled to bring a Director of Tim’s calibre on to the Board at this juncture. With direct experience in scaling a successful FMCG business for long-term growth, Tim’s insights will be invaluable as we unlock the value inherent in Forbidden Foods’ multi-brand product suite.*

“I’d also like to thank Albert and Nathan for their contributions over the last 15 months and wish them all the best in their future endeavours. In addition, Mr Daniel Rootes is well-placed to transition to the interim Non-Executive Chairman role, particularly given his direct involvement and knowledge of the Company as a current Board member. I look forward to working with Daniel and Tim at Board level as we continue to focus on the disciplined implementation of our growth strategy.”

-ENDS-

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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a health & wellness food company. The Company was established with a vision to provide engaging brands that provide the very best foods to meet consumer demand for clean, sustainable and healthy products. The core brand in the portfolio is Blue Dinosaur® which is sold in Australia & USA.

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