



Retail Food Group Limited
Level 4, 35 Robina Town Centre Drive
Robina Qld 4226

29 August 2025

Appendix 3Y - Change of Director's Interest Notice – Mr Peter George

The attached Appendix 3Y relates to changes in the relevant interest in the Company's securities held by the Non-Executive Chairman of the Board of Retail Food Group Limited (ASX:RFG), Mr Peter George.

Retail Food Group advises that the Non-Executive Chairman, Mr Peter George, has sold 335,000 shares in the Company to fund personal tax liabilities that are due and payable.

The shareholdings in RFG are a significant part of Mr George's liquid assets and given his stage of life, family and other needs, the sale of shares was necessary to fund a tax liability which arose in connection with these shares following their issue to Mr George on the vesting of certain performance rights between 2020 to 2023. Mr George has not previously sold any shares in RFG since his appointment to the Board in 2018.

Following the sale, Mr Peter George retains an interest of the Company of 79,125 shares.

The sale of shares was approved by the Company's Board of Directors and was conducted in accordance with the Company's Share Trading Policy.

This announcement has been authorised by the Board of Directors.

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About Retail Food Group Limited:

RFG is a global food and beverage company headquartered in Queensland. It is Australia's largest multi-brand retail food franchise manager and is the owner of iconic brands including Gloria Jean's, Donut King, Brumby's Bakery, Crust Gourmet Pizza and Beefy's Pies. The Company holds the exclusive licence to grow Firehouse Subs restaurants in Australia and expects to open the first restaurant in mid FY26. RFG distributes high quality pies from our Sunshine Coast Bakery and coffee through our Sydney Roastery. For more information about RFG visit: www.rfg.com.au

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Appendix 3Y

Change of Director's Interest Notice

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

Introduced 30/09/01 Amended 01/01/11

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|---|
| Name of entity Retail Food Group Limited |
| ABN 21 106 840 082 |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

| | |
|----------------------------|------------------|
| Name of Director | Peter George |
| Date of last notice | 19 December 2024 |

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

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

| | |
|--|--|
| Direct or indirect interest | Direct |
| Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest. | N/A |
| Date of change | 22.08.25 25.08.25 25.08.25 26.08.25 26.08.25 |
| No. of securities held prior to change | 414,125 ordinary shares |
| Class | Ordinary |
| Number acquired | Nil |
| Number disposed | 22.08.25: 42,534 ordinary shares 25.08.25: 85,000 ordinary shares 25.08.25: 80,466 ordinary shares 26.08.25: 96,416 ordinary shares 26.08.25: 30,584 ordinary shares |

+ See chapter 19 for defined terms.

Appendix 3Y

Change of Director's Interest Notice

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|--|--|
| Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small> | 22.08.25: 1.6174 (average price) 25.08.25: 1.5388 (average price) 25.08.25: 1.5782 (average price) 26.08.25: 1.5473 (average price) 26.08.25: 1.5394 (average price) |
| No. of securities held after change | 79,125 ordinary shares |
| Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small> | On market sale |

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

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

Part 3 – +Closed period

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|--|-----|
| Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required? | No |
| If so, was prior written clearance provided to allow the trade to proceed during this period? | N/A |
| If prior written clearance was provided, on what date was this provided? | N/A |

+ See chapter 19 for defined terms.