

FOR IMMEDIATE RELEASE:

PINNACLE FINE FOODS GROUP
UPDATE ON THE DROUGHT AND ITS INTEGRATED OPERATIONS

SYDNEY, AUSTRALIA: March 09, 2020 --- Australian agribusiness Pinnacle Fine Foods [PFF] Group is pleased to announce that significant rain has fallen across its pastoral operations. The group and its front-line operations staff are looking forward in anticipation to celebrate the end of the drought along with their distinguished communities.

During the past three years, PFF has not only sustained its operations but increased capital injections into its operations. Investment in people and infrastructure has been the group's foremost priority through the drought. This has subsequently supported the vital communities at the core of PFF's operations through the worst drought in almost a century.

"The recent rains have boosted morale within our organisation. We are incredibly proud of the dedication and sacrifices of our farm managers and operations teams, and the local communities through the drought. We look forward to the prospects of more rain and to continue fostering our vision to become Australia's premium fine food producer." adds CEO.

We aspire to growth and success in harmony with our environments and the communities we are part of. Our mark provides absolute confidence in the quality of our products and the authenticity of their places of origin.

About Pinnacle Fine Foods

Pinnacle Fine Foods [PFF] is an Australian diversified agribusiness, a division of Dashang Group with farms in New South Wales, Tasmania, and Queensland. Founded in 2015 and headquartered in Sydney, PFF draws on Dashang's sales distribution network that includes 400 stores in 150 cities across China. The company maintains exceptional management and regulatory practices to ensure consistent quality and sustainability across all operations - to deliver outstanding value for our discerning customers.

The Dashang Group is a publicly listed company based in Dalian, China and is one of the largest retail groups in China, the largest in northern China. The annual turnover in the FY18 was approximately AU\$60 billion.

For further information:

Contact: Armen Arakelian

Phone: 0430089500

aaarakelian@pinnaclefinefoods.com.au

PINNACLE
FINE
FOODS