
TASFOODS LTD

54 Tamar St, Launceston.
(03) 6331 6983
admin@tasfoods.com.au

ABN 53 084 800 902 ACN 084 800 902

TasFoods Communications Policy

1. Introduction

This Communications Policy outlines TasFoods Limited and its subsidiaries (**TasFoods**) approach and commitment to effective communication with the following parties:

- a) Shareholders;
- b) Market participants;
- c) Customers;
- d) Employees;
- e) Suppliers;
- f) Financiers;
- g) Creditors;
- h) Other stakeholders; and
- i) The wider community.

2. Purpose

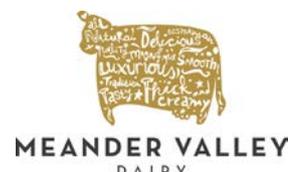
The purpose of this policy is to:

- a) reinforce TasFood Limited's commitment to the continuous disclosure obligations applicable by virtue of its listing on the ASX;
- b) outline TasFoods' communication strategy aimed at ensuring it provides timely and accurate information equally to all shareholders and market participants;
- c) provide TasFoods' communication strategy to customers, employees, and other stakeholders.

3. Continuous Disclosure

To ensure compliance with its continuous disclosure obligations the TasFoods Limited Board has adopted a Disclosure Compliance Policy, which is available on TasFoods' website at www.tasfoods.com.au

All communication with the Australian Stock Exchange will be in accordance with the ASX Listing Rules. The Company Secretary is responsible for communications with the ASX. Information communicated to the ASX will also be placed on TasFoods' website www.tasfoods.com.au.



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4. Shareholder Communications

4.1. General

It is the responsibility of the Company Secretary to ensure that:

- a) materials described in this Policy are made available on TasFoods' website within a reasonable period of time;
- b) shareholders and the market are provided with timely and factual information, that is not deficient in any material respects, in accordance with the *Corporations Act 2001* (Cth) and the ASX Listing Rules; and
- c) all shareholder communications, including media announcements, are posted on TasFoods' website.

4.2. Annual General Meetings

The Annual General Meeting (AGM) is held annually and provides an opportunity to update shareholders on TasFoods' activities and performance.

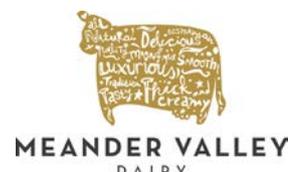
TasFoods encourages all shareholders to participate at the AGM, either by direct voting, in person or by appointing a proxy.

The Notice of Meeting, together with a proxy form and other required papers, will be distributed to all shareholders prior to the AGM in accordance with the timeframe set by the *Corporations Act 2001* (Cth).

At the AGM, shareholders will have as a minimum an opportunity to ask questions about or comment on the management of the company, the Remuneration Report and/or on the conduct of the audit and preparation of the auditor's report.

4.3. Reporting to Shareholders

TasFoods will release half year and full year financial results to the ASX in accordance with the Listing Rules. Copies of those results will be made available to shareholders in the same manner as other ASX announcements.



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The Annual Report is a comprehensive annual communication made to shareholders and is released prior to the AGM in accordance with the timeframe set by the *Corporations Act 2001* (Cth).

In accordance with the *Corporations Act 2001* (Cth), TasFoods will not automatically send shareholders its Annual Report by post. TasFoods' Annual Report is available to download on TasFoods' website.

Shareholders may elect to receive a hard copy of the Annual Report by post or elect to be notified by email when the Annual Report is available on TasFoods' website. Shareholders should contact the Share Registry if they wish to make any of these elections.

Presentations to investors and analysts will be released to the ASX as required.

4.4. Further information

Please visit TasFoods' website for further information about TasFoods.

For all share related enquiries, shareholders should contact TasFoods' Share Registry as follows:

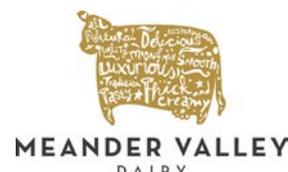
Advanced Share Registry 110 Stirling Hwy Nedlands WA 6909 Tel:(618) 9389 8033 Fax: (618) 9262 3723 www.advancedshare.com.au

5. Public Communications and Media Statements

5.1. General

The following apply to public comment:

- a) Except as otherwise provided in the Disclosure Compliance Policy, only the CEO may (with the Board Chair) approve all media and communications. No one else may make any comment whatsoever on behalf of the Group to the media without the prior approval of the CEO.
- b) The directors and employees must ensure that only publicly available information (being information that is in the public domain) is provided when answering questions asked by third parties, including analysts.
- c) In the event that a director or an employee makes an inadvertent disclosure of 'price sensitive' information at a shareholder, analyst or media briefing, then that information must be immediately announced to the ASX in accordance with the Disclosure Compliance Policy.



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- d) For all announcements, a transcript or a copy of any article to be published in the media should be forwarded to the Company Secretary for transmission to all interested parties.

5.2. Incidents

If an incident occurs that may attract media attention, employees/contractors must notify the CEO or in her absence the COO. The recipient of the report (CEO/COO) will determine if the incident requires referral to the Chair or the Company Secretary.

5.3. Speaking engagements and publications

Employees and contractors may be invited to speak at conferences or similar events or to write articles or reports for publications. The content of the paper, presentation, article or report requires approval by the CEO or Sales & Marketing Manager. In the case of a speaking event employees/contractors should limit their speech to the relevant subject matter.

5.4. Making public comment in a private capacity

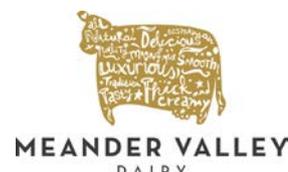
An employee or contractor may, as a member of the community, make public comment in a private capacity except in relation to TasFoods, their work with the Group, anything relating to the business of the Group or about information they have access to as part of their job. This includes making a comment at a public meeting.

It is important that an employee or contractor, in such a situation, makes it clear they are expressing personal opinions only.

5.5. Internet, Social media or social networking

Officers, employees and contractors must not, except as approved by the CEO, comment, post photos or any other media about TasFoods' business, staff, products or operations on:

- (a) Social networking sites (eg LinkedIn and Facebook);
- (b) Online discussion forums and blogging sites, including micro blogs (eg Twitter);
- (c) Online encyclopaedias (eg Wikipedia);
- (d) Video and photo sharing sites (eg You Tube); and



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- (e) Any websites that allow individual users to publish information.

Sharing or liking a TasFoods promotional post made by a person authorised by the CEO is however permitted.

6. Communication with Employees

TasFoods recognises that its employees are central to TasFoods' success. In order to enable staff to fulfil their role to the high standards required and to promote employee satisfaction, TasFoods must ensure effective communication. Effective communication with employees starts with their direct manager and with accessibility to senior management and the Executive Team. Informal communication forms an important part of the process. In addition, TasFoods has adopted the following formal approaches to ensure that employees are informed of the activities of TasFoods:

6.1. Employee Meetings and Briefings

TasFoods has regular Division Meetings where information is shared and will from time to time conduct employee briefings to ensure that all staff are aware of activities within TasFoods. These briefings may be conducted by the CEO or an appropriate manager.

6.2. Electronic Communication

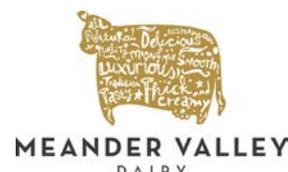
The TasFoods email system allows staff to communicate simply and easily with each other and with management. All staff have access to this system and are encouraged to use it to improve the flow of information and communication generally. TasFoods uses email to ensure a continued flow of the information and to communicate effectively with staff. Staff should feel free to communicate with any member of management by email.

6.3. Website

TasFoods' website is an important communication tool for employees. It contains a range of information which relates to employees including relevant policies and codes, media and market announcements and presentations to shareholders and institutional investors. Employees are encouraged to view the website on a regular basis so that they can keep up to date with information concerning TasFoods.

7. Communications with other stakeholders

TasFoods is committed to ensuring that all stakeholders regularly receive information about TasFoods and its activities. While individual briefings may be held with key stakeholders such as



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financiers, the principal means of ensuring that stakeholders have access to information will be through TasFoods' website.

8. Website

TasFoods' website, www.tasfoods.com.au is the primary means to provide information to all stakeholders. It has been designed to enable information to be accessed in a clear and readily accessible manner.

The following information is available on TasFoods' website:

- TasFoods' codes, policies and charters;
- All announcements made to the market and releases to the ASX as soon as possible after they have been released to the ASX including copies of presentations;
- Any media or other releases;
- All notices of meetings and explanatory material;
- A copy of TasFoods' most recent annual report; and
- Any other relevant information concerning non-confidential activities of TasFoods including new products and business developments.

9. Breach

Any breach of this Policy by an employee or contractor may result in disciplinary action in accordance with the Disciplinary Policy and Procedure.

Any employee or contractor who becomes aware of a breach of this Policy must disclose this breach either to their Manager or the Company Secretary.

In extreme circumstances an individual may be concerned that a serious breach of this Policy has occurred but considers that it would be personally damaging to report it through normal channels, in such a case they should report it under the Whistleblowing Policy.

