

IN THE AUSTRALIAN COMPETITION TRIBUNAL

of 2013

**MURRAY GOULBURN CO-OPERATIVE CO LIMITED**

**RE: PROPOSED ACQUISITION OF WARRNAMBOOL CHEESE  
AND BUTTER FACTORY COMPANY HOLDINGS LIMITED**

### **Certificate identifying annexure**

This is the annexure marked RAP25 now produced and shown to Robert Arthur Poole at the time of signing his statement on 28 November 2013.

**Annexure RAP25**  
**Extracts from Lion website regarding company history**  
**and name change**

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Our History

## Our History

Formed by the amalgamation of some of Australia and New Zealand's most celebrated food and beverage companies, Lion has a rich local heritage.

2000s

2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2001/2002 | 2000

2009

Kirin Holdings Company Limited assumes 100 per cent ownership of Lion Nathan. Lion Nathan is merged with National Foods (owned by Kirin since 2007), to form Lion Nathan National Foods.

Global brewer, Anheuser-Busch InBev, appoints Lion Nathan distribution rights to the Budweiser group of brands in Australia and New Zealand, and distribution of Staropramen in New Zealand.

Lion Nathan's first cider brands are launched - Tooheys Extra Dry 5 Seeds in Australia and Mac's Isaac's Cider in New Zealand.



2008

Dairy Farmers members overwhelmingly support the National Foods offer to acquire the Co-operative, with a change of ownership occurring on 27 November 2008. In September, National Foods acquires Hillwood Cheese, specialists in feta style cheeses.

Lion Nathan acquires iconic Tasmanian brewer J. Boag & Son.

Lion Nathan acquires US wine import company, Cumulus Wines, creating Lion Nathan Wine – incorporating the company's owned wine brands and distribution company Fine Wine Partners.



2007

San Miguel Corporation announces the sale of 100 per cent of National Foods to Kirin Holdings Company Limited.

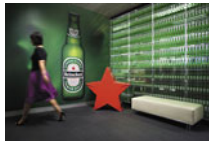

Lion Nathan acquires Inner Circle Rum brand and distillery.

2006

National Foods acquires the Lactos Pty Ltd business, formerly a subsidiary of Bongrain SA, to develop and grow its Cheese and Gourmet Foods division.

2005

San Miguel subsidiary Berri Limited merges with National Foods, combining leading brands Berri, Daily Juice, Australian Fresh, Just Juice and many more into one portfolio.

	<p>Fine Wine Partners, a joint venture between fine wine distributors Distinguished Vineyards and Tucker Seabrook, is established in Australia.</p>
2004	<p>National Foods is acquired by San Miguel Corporation, following an unsuccessful takeover bid by Fonterra Co-operative Group from New Zealand.</p> <p>Heineken and Lion Nathan establish a joint venture – Heineken Lion – to brew, market and distribute Heineken in Australia.</p> <p>Following a competitive sale process, Lion Nathan sells the Chinese beer business to China Resources Breweries.</p> 
2003	<p>National Foods acquires an ambient dairy beverage plant in Cobden in Victoria. The national supermarket house brand milk supply contract is awarded to National Foods for a further three years.</p> <p>Bacardi-Martini and Lion Nathan establish a joint venture – Bacardi Lion – to market and distribute a range of spirit brands in Australia.</p>
2001/ 2002	<p>National Foods enters the specialty cheese and gourmet foods market with the acquisition of the King Island Dairy Company. A new Vitasoy soy beverage plant at Wodonga Victoria is opened.</p> <p>National Foods wins the first national supermarket house brand milk contract, the largest grocery foods contract in Australia.</p> <p>Lion Nathan purchases a controlling interest in premium Australian wine companies Petaluma and Banksia, with brands including Petaluma, Stonier, Croser, Mitchelton, Knappstein, Tatchilla, St Hallett and Oregon-based Argyle Wines. A year later, it acquires New Zealand wine company Wither Hills.</p> 
2000	<p>Australia's milk industry is deregulated. National Foods becomes the national market leader in flavoured milk with the acquisition of the Big M brand.</p> <p>Lion Nathan shifts its domicile and primary stock exchange listing to Australia.</p>
1900s	
1800s & 1700s	

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## A new name for Lion Nathan National Foods

May 16, 2011

Lion Nathan National Foods today announced its intention to change its company name, and those of its wholly-owned business units, to Lion.

While no formal business names will be used other than Lion, category and geography will be employed informally to distinguish between business units as required:

Beer, Spirits and Wines, Australia (*formerly Lion Nathan Australia*)

Beer, Spirits and Wines, New Zealand (*formerly Lion Nathan New Zealand*)

Dairy and Drinks (*formerly National Foods*)

Lion Chief Executive Officer Rob Murray said the change to the corporate brand is the next stage in the evolution of the company. "We became Lion Nathan National Foods in October 2009 when Kirin Holdings purchased the remaining shares in Lion Nathan, and merged the company with its foods business, National Foods.

"Since then we have come a long way in integrating our business, and our new name reflects our shared purpose and identity."

The formal rollout will occur in August and continue through to November.

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