

News release



Friday, April 15 2016

Australian milk. Australian made. Devondale NatraStart launches in China.

Australian dairy foods company, Devondale Murray Goulburn (MG), held a significant product launch event at the Hotel Kunlun in Beijing today. Approximately 150 guests, including nutrition experts and commentators, business partners and loyal Devondale followers, joined members of the media at the conference, to share in an exciting milestone for the company - the launch of the new Devondale NatraStart.

The launch coincides with this year's "Australia Week in China" event during which many Chinese and Australian business and government leaders have united to discuss opportunities for the future.



MG's Executive General Manager of Dairy Foods, Mr. Albert Moncau, was in Beijing to mark the occasion and said the company was enormously proud to launch MG's newest product in China.

"Today's launch of Devondale NatraStart for the China market is an exciting milestone for MG. Our product is Australian made and is specially formulated to assist in meeting children's nutritional needs," Albert said.

Devondale products use farm fresh Australian milk, produced by dairy cows that graze on green pastures every day. Using this high quality Australian milk, Devondale manufactures great tasting products that meet Australia's strict food quality and safety regulations.

"Thanks to our unique vertically integrated supply chain, our products are controlled by our company from the farmgate in Australia right through to the shelf in China," Albert continued.

Purity and safety from Australia

The MG farming co-operative was established more than 65 years ago by a passionate group of Australian dairy farmers. Generations later, it has grown to support over 2,600 farming families across Australia. Each family brings with them a wealth of knowledge and farming experience.

MG are experts across dairy, producing a wide variety of milk, cheese, butter and cream products, as well as milk powders. The company's products are well respected and loved in the Australian market and across the globe.

News release



Commitment to serving Chinese consumers

Today in Beijing, Australian Prime Minister, the Hon. Malcolm Turnbull MP and MG's Managing Director, Mr. Gary Helou, were amongst the attendees at a China-Australia CEO Roundtable. MG's participation in this event, as well as the Prime Minister of Australia's attendance during "Australia Week in China" represents Australia's commitment to China into the future.

Commenting on its place as a leading supplier of Australian dairy foods to the Chinese market, Mr. Albert Moncau said that MG considers it a great privilege to be able to provide its high quality dairy foods to families across China.

"The trust offered to us by Chinese consumers is something we take very seriously. China is a critically important market for Devondale products and it's a very exciting time for us because in addition to the Devondale NatraStart product we're introducing today, we are always looking for opportunities to develop new products that meet the unique needs of Chinese consumers," Albert said.

"We believe that our new Devondale NatraStart will be enjoyed by Chinese customers and consumers, who appreciate Australia's natural purity and our company's unwavering commitment to product safety and quality," he concluded.

The Devondale NatraStart product is available in China now.

- ENDS -

Media contact

Nicole Devlin, Head of External Communications, +61 408 147 350

About the MG Unit Trust

The MG Unit Trust is a special purpose funding vehicle which provides its unitholders with an economic exposure to the business of Murray Goulburn Co-operative Co. Limited (**Murray Goulburn**). The MG Unit Trust invests in notes and convertible preference shares issued by Murray Goulburn. The Responsible Entity of the MG Unit Trust is MG Responsible Entity Limited, a wholly-owned subsidiary of Murray Goulburn. Unitholders are entitled to receive distributions equivalent to any dividends paid to the ordinary shareholders of Murray Goulburn. Dividends paid on ordinary shares will be determined by Murray Goulburn in accordance with the Profit Sharing Mechanism described in Section 6 of the Product Disclosure Statement dated 29 May 2015. Units do not confer a direct interest in Murray Goulburn.

Murray Goulburn is a large Australian dairy foods company. Through its co-operative structure, Murray Goulburn has more than 2,600 supplier-shareholders. Murray Goulburn manufactures and markets a full range of dairy and nutritional products such as cheese, milk powder, butter and fat, drinking milk and liquid milk products, nutritionals and value-added products, such as Devondale NatraStart. Murray Goulburn supplies the grocery, foodservice and ingredients channels domestically and around the world, particularly in Asia, with its flagship Devondale, Liddells and Murray Goulburn Ingredients brands.