

AFC GROUP HOLDINGS LIMITED (Listed on the NZAX: AFC) 1/245 Ti Rakau Drive Burswood Auckland Ph: +64 (09) 930-0245

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

30 September 2021

AFC Group Holdings Limited (the Company) gives you notice that the annual meeting of shareholders will be held online via Zoom link commencing at 2:00pm on 30 September 2021.

Shareholders can watch the proceedings via this Zoom link

Topic: AFC AGM 2021 Time: Sep 30, 2021 02:00 PM Auckland, Wellington Join Zoom Meeting https://us06web.zoom.us/j/2595915157?pwd=Rnh0NjByb3cydC9CWjd5NjRN SGoxUT09 Meeting ID: 259 591 5157 Passcode: AFC123

Watching the Meeting on Zoom does not constitute being present at the Meeting, and, accordingly, Shareholders cannot vote via Zoom – if you wish to vote, please vote by proxy in accordance with the instructions on page 4 of this Notice. If you wish to vote on the date, you can email your Shareholder details CSN/Securityholder Number, your registered name and address and your voting intentions for each Resolution or scan your proxy/voting form to accounts@afcnz.com by 3:00 p.m. on Thursday 30 September 2021.

Shareholders who cannot attend may also submit questions for the Board or management by email to accounts@afcnz.com by 5.00 p.m. on Wednesday 29 September 2021. Questions will be grouped where possible and answered in General Business. Questions asked via the Zoom tool will not be addressed.

The Explanatory Notes which accompany this Notice of Meeting set out the details of the transactions which are the subject of the resolutions and the approval required for each resolution by the shareholders of the Company pursuant to the NZX Listing Rules, the Companies Act 1993 and the constitution of the Company.

The business of the meeting will be:

1. Chairman's Introduction

2. Apologies

3. Resolution 1: Annual Report

To receive and consider the Annual Report, including the audit report and financial statements, for the year ended 31 March 2020.

"That the Annual Report be received."

4. Resolution 2: Appointment of Auditor

To record that the company appoints new auditor pursuant to section 207P of the Companies Act 1993 and to consider, and if thought fit, to pass the following ordinary resolution

"That the Company's Auditors William Buck is reappointed as auditors."

5. Resolution 3: Fixing the Fees and Expenses of the auditor

To record that shareholder authorise the directors to fix the fees and expenses of the auditor for the financial year ending 31 March 2021 pursuant to section 200 of the Companies Act 1993 and to consider, and if thought fit, to pass the following ordinary resolution

"That the directors of the Company be authorised to fix the remuneration of the auditors of the Company for the ensuing year."

6. Resolution 4: Re-election of Director

To consider and, if thought fit, to pass the following ordinary resolution pursuant to NZAX Listing Rule 3.3.6:

"That Bo Xian (Charles) Cao, who retires by rotation and is eligible for re-election, be elected as a director of the Company."

7. Resolution 5: Re-election of Director

To consider and, if thought fit, to pass the following ordinary resolution pursuant to NZAX Listing Rule 3.3.6:

"That Qiang (John) Li, who retires by rotation and is eligible for re-election, be elected as an independent director of the Company."

8. Resolution 6: Re-election of Director

To consider and, if thought fit, to pass the following ordinary resolution pursuant to NZX Listing Rule 3.3.6:

"That Zilei (Jacky) Wang, who retires by rotation and is eligible for re-election, be elected as an independent director of the Company."

9. Resolution 7: Re-election of Director

To consider and, if thought fit, to pass the following ordinary resolution:

"That Jingwei (Karen) Ma, having been appointed since the last annual meeting and who therefore retires and is eligible for election, be elected as an director of the Company."

10. General Business

Attending the Meeting

AFC Group Holdings Limited advises that considering current and expected Covid-19 related social distancing restrictions, it will no longer offer shareholders the ability to attend the Annual Shareholders' Meeting in person. Shareholders will be able to attend the meeting, which is to be held on Thursday 30 September 2021, through a virtual meeting platform only.

Explanatory Notes

Explanatory notes on Resolution 2 to 7 accompany this Notice of Meeting.

Ordinary Resolution

An ordinary resolution means a resolution passed by a simple majority of votes of shareholders of the Company entitled to vote and voting.

Directors' Recommendation

The Directors unanimously recommend that you vote in favour of the Resolutions 1 to 7.

Proxies and Representatives

Shareholders may exercise their right to vote at the meeting either by being present in person or by appointing a proxy to attend and vote in their place. A proxy need not be a shareholder of the Company. The Chairman of the meeting is willing to act as proxy for any shareholder who may wish to appoint him for that purpose. The Chairman intends to vote any discretionary proxies, that he receives, in favour of the resolutions. A body corporate shareholder may appoint a representative to attend the meeting on its behalf. A proxy form is enclosed with this notice.

If you wish to vote by proxy you must complete the form and produce it to the Company's Share Registrar, Computershare Investor Services Ltd, either by mailing to Computershare Investor Services Ltd, Private Bag 92119, Auckland 1142 New Zealand, or lodge your proxy appointment online at www.investorvote.co.nz (in each case), so as to be received no later than 48 hours before the meeting is due to begin (i.e. before 2:00 pm on 28 September 2021).

By order of the Board

Hao Long

CFO 3 September 2021

EXPLANATORY NOTES

Resolution 2 - Appointment of Auditor

Shareholder approval is sought to reappoint the Company's Auditors William Buck as auditors.

Resolution 3 - Fixing the Fees and Expense of the auditor

Shareholder approval is sought to authorise the directors to fix the fees and expense of the auditor for the financial year ending 31 March 2021.

Resolution 4 – 6 Re-election of Director

Pursuant to NZAX Listing rule 3.3.6 adopted within the Company's constitution requires that at every annual meeting, at least one third of the Directors and those who have been longest in office since their last election shall retire from office.

The Company currently has five directors. Three of those directors Boxian (Charles) Cao, Qiang (John) Li, and Zilei (Jacky) Wang retires by rotation, and being eligible for re-election, has offered himself for re-election.

Boxian (Charles) Cao

Mr. Bo Xian (Charles) Cao is a Chinese National and a New Zealand Citizen. He moved to New Zealand in 1994 and he has over 22 years business experience in China and New Zealand. He has held various executive positions in export related sectors specifically primary industries (including Hydroponics) and Skin Care industries. Mr. Cao has developed skills in trading between New Zealand and Asian countries specializing in Hong Kong and China.

Mr. Cao joined AFC in 2016 and he is currently the non-executive director of AFC Group Holdings Limited.

Qiang (John) Li

Mr. Qiang (John) Li had more than 10 years experience in the health industry before he came to New Zealand in 2001 to study for his MBA qualification. He joined GMP Dairy Limited in 2004. He gained experience in R&D, purchasing, production department. He's also promoted New Zealand health products into

the Chinese market successfully while he was working with GMP. He joined the GMP management group in 2010, and during that time promoted the "KAWALA" brand of milk products into the Chinese market. Mr. Li joined AFC in 2016 and he is currently the independent director of AFC Group Holdings Limited.

Zilei (Jacky) Wang

Mr. Wang graduated from Shanghai International Studies University, where he obtained a master's degree of Arts in English Language and Literature. He is a member of The Chinese Institute of Certified Public Accountants (CICPA) and has business experience in corporate finance, cross-border M&A, corporate governance, and financial management in New Zealand. He sits on the Board of several private companies in New Zealand. Mr. Wang joined AFC in 2018 and he is currently the independent director of AFC Group Holdings Limited.

Resolution 7 - Re-election of Director

The Company has one director that was appointed as a director by the directors after the last annual meeting, she is required by NZX Listing Rule 3.2.3 to retire at the meeting but is eligible for re-election at the meeting.

Jingwei (Karen) Ma

Ms Jingwei Ma graduated from Japan Aichi University in 2010, major in International Relations. She is a visionary entrepreneur who own a business in the education sector and operates two female fitness clubs in Xi'an China. Both of her businesses have achieved remarkable results.