

Squeezy Sports Nutrition N.V.
Amsterdam, the Netherlands
Extraordinary General Meeting of Shareholders

Shareholders of Squeezy Sports Nutrition N.V. (the 'Company') are hereby invited to attend the Extraordinary General Meeting of Shareholders of the Company. The meeting will take place on November 15th, 2013 at 13:00 hours at the office of the company at Laan van Diepenvoorde 3, 5582 LA Waalre, the Netherlands and will be held in the English language.

The agenda for the meeting is as follows:

1. Opening;
2. Approval of the sale of all shares of Squeezy Sports Nutrition GmbH held by Squeezy Sports Nutrition N.V. to ACS-Vertrieb GmbH and approval of Share Purchase Agreement conducted on October 22nd, 2013 between Squeezy Sports Nutrition N.V. and ACS-Vertrieb GmbH stating conditions of share sale to ACS-Vertrieb GmbH.
3. The honorable discharge of Mr. Detlev Kutscher, as Member of the Supervisory Board of the Company, granting Mr. Detlev Kutscher acquittal and discharge for the supervision conducted;
4. Proposal to appoint Mr. Erwin Jurtschitsch, who has declared to accept this appointment, as new member of the Supervisory Board of the Company as of November 15th, 2013;
5. Miscellaneous;
6. Closing;

Beginning today the agenda and the Share Purchase Agreement will be made available for examination at the office of the Company, Laan van Diepenvoorde 3, 5582 LA Waalre, until the end of the Extraordinary General Meeting of Shareholders.

Shareholders who wish to attend the meeting are requested via their bank or broker to lodge with Bankhaus Gebr. Martin AG, Kirchstrasse 35, 73033 Göppingen, a confirmation that their shares are registered in their name on the registration date. The Management Board has set the registration date as November 8th, 2013. The written confirmation must be received by Bankhaus Gebr. Martin AG not later than November 9th, 2013, by 12:00 hours. Shareholders will receive a certificate of registration (certificate of deposit) together with the certificate of deposit number by email or post. Shareholders will be admitted to the meeting on presentation of their certificate of deposit number, which serves as identification on registration. Every Shareholder may appoint a proxy to attend the Extraordinary General Meeting on behalf of him by granting such a right in a written power of attorney. The proxy can be authorized either via sending an E-Mail to the Company (info@squeezy-sports-nutrition.com) or by entitlement on the backside of the certificate of deposit number.

Squeezy Sports Nutrition N.V.

The Supervisory Board
Detlev Kutscher

The Management Board
Marc Schindwein

Waalre, October 28th, 2013