

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 March 31st, 2014 at 11.00 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. Proposal to appoint Mr. Gero Ferges, who has declared to accept this appointment, as new member of the Management Board of the Company as of March 31st, 2014;
3. The honorable discharge of Mr. Marc Schlindwein, as member of the Management Board of the Company, granting Mr. Marc Schlindwein acquittal and discharge for the management conducted;
4. Proposal to appoint Mr. Kevin McDevitt, who has declared to accept this appointment, as new member of Supervisory Board of the Company as of March 31st, 2014;
5. The honorable discharge of Mr. Erwin Jurtschitsch, as Member of the Supervisory Board of the Company, granting Mr. Erwin Jurtschitsch acquittal and discharge for the management conducted;
6. Miscellaneous;
7. Closing;

Beginning today the agenda 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 March 24th, 2014. The written confirmation must be received by Bankhaus Gebr. Martin AG not later than March 25th, 2014, 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
Erwin Jurtschitsch

The Management Board
Marc Schlindwein

Waalre, March 10th, 2014