

Squeezy Sports Nutrition N.V.
Annual General Meeting of Shareholders

Shareholders of SQUEEZY SPORTS NUTRITION N.V. (the 'Company') are hereby invited to attend the Annual General Meeting of Shareholders of the Company. The meeting will take place on September 23, 2013 at 13.00 p.m. 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. Report of the Management Board in respect to the fiscal year 2011;
3. Report of the Supervisory Board in respect to the fiscal year 2011;
4. Adoption of the annual accounts for the fiscal year 2011;
5. Distribution of the result for the fiscal year 2011;
6. Report of the Management Board in respect to the fiscal year 2012;
7. Report of the Supervisory Board in respect to the fiscal year 2012;
8. Adoption of the annual accounts for the fiscal year 2012;
9. Distribution of the result for the fiscal year 2012;
10. Discharge of the members of the Management Board with respect to the performance of their duties during the fiscal years 2011 and 2012;
11. Discharge of the members of the Supervisory Board with respect to the performance of their duties during the fiscal years 2011 and 2012;
12. The honorable discharge of Mr. Roger Milenk, as Member of the Management Board of the Company, granting Mr. Roger Milenk acquittal and discharge for the management conducted;
13. Proposal to appoint Mr. Marc Schlindwein, who has declared to accept this appointment, as new member of the Management Board of the Company as of September 23, 2013;
14. Approval of Stroeken Rossieau B.V. as accountant for the financial year 2013
15. Miscellaneous;
16. Closing;

Beginning today the agenda and the annual accounts for the fiscal year will be made available for examination at the office of the Company, Laan van Diepenvoorde 3, 5582 LA Waalre, in the investor relations section on the website of the company (www.squeezy-sports-nutrition.com) as well as at Bankhaus Gebr. Martin AG, Kirchstrasse 35, 73033 Göppingen until the end of the Annual 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 September 16, 2013. The written confirmation must be received by Bankhaus Gebr. Martin AG not later than September 17 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 Annual 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 (r.milenk@squeezy.de) or by entitlement on the backside of the certificate of deposit number

Squeezy Sports Nutrition N.V.
The Supervisory Board

The Management Board

Detlev Kutscher
Waalre, September 5, 2013

Roger Milenk