

Squeezy Sports Nutrition N.V.
Amsterdam, The Netherlands
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 February 16, 2012 at 12:30 hours at Geldropseweg 26-28, 5611 SJ Eindhoven, 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 of the financial year 2008;
3. Report of the Supervisory Board in respect of the financial year 2008;
4. Adoption of the annual accounts for the financial year 2008;
5. Distribution of the result for the financial year 2008;
6. Report of the Management Board in respect of the financial year 2009;
7. Report of the Supervisory Board in respect of the financial year 2009;
8. Adoption of the annual accounts for the financial year 2009;
9. Distribution of the result for the financial year 2009;
10. Report of the Management Board in respect of the financial year 2010;
11. Report of the Supervisory Board in respect of the financial year 2010;
12. Adoption of the annual accounts for the financial year 2010;
13. Distribution of the result for the financial year 2010;
14. Discharge of the Members of the Management Board with respect to the performance of their duties during the financial years 2008, 2009 and 2010;
15. Discharge of the Members of the Supervisory Board with respect to the performance of their duties during the financial years 2008, 2009 and 2010;
16. Proposal to appoint the Management Board as the authorized corporate body to issue shares or rights to shares in the Company for a period of 5 years as of February 16, 2012. It is proposed that the amount of shares to be issued is at the Board's discretion provided that the total number of shares issued after the issuance of new shares will not exceed 50,000,000.
17. Proposal to appoint the Management Board as the authorized corporate body to restrict or to exclude the pre-emptive right accruing to shareholders for a period of 5 years, as of February 16, 2012 in case of the issue of shares or rights to shares;
18. Proposal to amend the articles of the Company, in conformity with the draft of the deed of amendment of the Articles of Association, drawn up by VDB Advocaten Notarissen;
19. Proposal to authorize each member of the Management Board of the Company and each employee of VDB Advocaten Notarissen, severally, to execute the deed of amendment of the articles of association;
20. Proposal to authorize the Management Board to cancel, wholly or in part, the distributable reserves of the Company by converting such reserves into shares and distribute these shares to the shareholders at the same ratio as the pre-emptive right of the shareholders;
21. Proposal to give approval (Article 2:94 Dutch Civil Code) to the Management Board for all acts in law concerning the payment on the shares to be issued;
22. Proposal to authorize the Management Board to acquire for valuable consideration shares in the Company for a period of 18 months as of February 16, 2012. The number of shares to be acquired shall be limited by the maximum percentage of shares the Company may hold in its capital at any moment. This acquisition may take place by all kinds of agreements, including on a Stock Exchange. The price per share may not be less than the par value and not more

than 110% of the Stock Exchange Price. For purpose of the foregoing the Stock Exchange Price will be the average of the closing price on the Frankfurt Stock Exchange of the last five days on which business was done, preceding the date of acquisition;

23. The applicability of the Dutch Corporate Governance Code;
24. Approval of Witlox van den Boemen Bedrijfsadviseurs B.V. as auditors for the financial years 2009 and 2010;
25. Appointment of Stroeken Rossieau B.V. as auditors for the fiscal year 2011;
26. Miscellaneous;
27. Closing.

Beginning today a complete agenda, a draft of the amendment of the articles of association as well as the annual accounts for the fiscal year 2008, 2009 and 2010 will be made available for examination at the office of the Company, Kruisdonk 66, 6222 PH Maastricht, 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 for the period 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 February 9, 2012. The written confirmation must be received by Bankhaus Gebr. Martin AG not later than February 10, 2012, 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 (info@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

Maastricht, January 24, 2012