

AMPLIFY SNACK BRANDS, INC.

SECURITY HOLDER COMMUNICATION POLICY

The Board of Directors (the “Board”) of Amplify Snack Brands, Inc. (the “Company”) provides to every security holder the ability to communicate with the Board, as a whole, and with individual directors on the Board through an established process for security holder communication (as that term is defined by the rules of the Securities and Exchange Commission) (“Security Holder Communication”) as follows:

- For a Security Holder Communication directed to the Board as a whole, security holders may send such communication to the attention of the Company’s Chief Executive Officer via U.S. Mail or Expedited Delivery Service to the address listed below or by email to tennis@amplifysnack.com:

Amplify Snack Brands, Inc.
500 West 5th Street, Suite 1350
Austin, Texas 78701
Attn: Chief Executive Officer

- For a Security Holder Communication directed to an individual director in his or her capacity as a member of the Board, security holders may send such communication to the attention of the individual director via U.S. Mail or Expedited Delivery Service to the address listed below or by email to investor.relations@amplifysnacks.com

Amplify Snack Brands, Inc.
500 West 5th Street, Suite 1350
Austin, Texas 78701
Attn: [Name of Individual Director]

The Company will forward by U.S. Mail any such Security Holder Communication to each director, and the Chairman of the Board in his or her capacity as a representative of the Board, to whom such Security Holder Communication is addressed to the address specified by each such director and the Chairman of the Board.

Communications from an officer or director of the Company and proposals submitted by security holders to be included in the Company’s annual proxy statement, pursuant to Rule 14a-8, and director nominations, pursuant to Rule 14a-11, of the Securities Exchange Act of 1934, as amended (and related communications) will not be viewed as a Security Holder Communication. Communications from an employee or agent of the Company will be viewed as Security Holder Communication only if such communications are made solely in such employee’s or agent’s capacity as a security holder.

ADOPTED BY THE BOARD OF DIRECTORS: June 25, 2015