



Noumi Limited  
80 Box Road  
Taren Point NSW 2229  
Australia  
ABN 41 002 814 235

11 August 2022

ASX Market Announcements  
ASX Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

### Sunday Collab litigation

In March 2021, Noumi Limited (**ASX: NOU, the Company**) became a defendant to proceedings commenced by Sunday Collab International Limited (**Sunday Collab**) in the Supreme Court of Queensland.

Sunday Collab alleges that the Company entered into an agreement with Sunday Collab pursuant to which Sunday Collab would be appointed as the Company's exclusive distributor of MILKLAB products in European and certain adjacent markets, despite no agreement being executed by either Sunday Collab or the Company.

Sunday Collab initially sought specific performance of the asserted agreement or, in the alternative, damages of €387,517.56.

Today, Sunday Collab served on the Company an Amended Statement of Claim that withdraws the claim for specific performance, seeks damages and includes an unsubstantiated claim for lost profits of approximately €17 million as well as some additional costs and expenses.

Noumi considers Sunday Collab's claims are without merit and its claims for lost profits wholly unsupported. Noumi also considers the quantum of Sunday Collab's alleged losses are misconceived and will not succeed, particularly given:

- Sunday Collab provided little or no demonstrable relevant previous distribution experience in connection with dairy or plant-based beverages;
- the highly competitive nature of the market in Europe; and
- the significant disruption caused by COVID-19 and broader economic challenges which affected, and continue to affect, supply chains and distribution networks.

Noumi will continue to defend the action.

#### Investor inquiries:

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*This announcement was authorised for release by the Chair*

#### **About Noumi Limited**

**Noumi (ASX: NOU)** is a leading Australian FMCG company with a mission to create quality, on-trend, responsibly produced dairy and plant-based beverages, nutritional products and ingredients used across the health and fitness industries. The Company operates state-of-the-art manufacturing facilities in Victoria and NSW and produces key brands including the MILKLAB range of shelf-stable dairy and plant-based milks, Australia's Own, So Natural, Crankt, Vital Strength and PUREnFERRIN lactoferrin. <https://noumi.com.au/>