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MURRAY RIVER ORGANICS ENTERS +\$1B BREAKFAST CEREAL CATEGORY WITH COLES

- **Murray River Organics enters +\$1b breakfast cereal category**
- **Eight new Organic Mueslis available across 800 Coles stores with estimated new revenue of \$5-6m per annum**
- **Murray River Organics consumer brand launch across social platforms and instore activation**

Murray River Organics Group Limited (ASX:MRG) (“MRG” or “the Company”) provides the following update to brand and new product launch.

Murray River Organics Consumer Brand Launch across MRG platforms

MRG has today launched, in partnership with Coles supermarkets, the Murray River Organics brand in the +\$1b breakfast cereals category. Eight new innovative products will be sold across 800 Coles stores with estimated revenues of \$5-6m per annum.

MRG’s first major ranging with Coles was announced in February 2020 and the launch will be backed by a new communications program including new website, Instagram, and Facebook platforms as part of the launch of the Murray River Organics brand into the Australian consumer market. Instore activation with Coles will also form an essential part of the program to drive awareness of the brand and products.



MRG Chief Executive Officer, Valentina Tripp, said: “We have made significant investments over the last nine months to develop the Murray River Organics brand proposition ensuring it is aligned to the Company’s strategy and purpose. We believe that the brand is authentic, has integrity and delivers accessibility for organic products to Australian consumers.”

“What’s also important is that MRG’s products carry the Australian Certified Organic BUD Logo with the Australian Certified Organic Standard - considered to be one of the most respected and rigorous standards in the world, and the symbol that is widely recognised as having integrity and that consumers look for when they are purchasing organic lines.”

The Australian organics market is estimated to be worth \$2.6b with approximately 65 per cent of Australian households now buying some sort of organic product or produce yearly, with annual growth of five per cent.

The global organics market is estimated to be worth over \$100b and provides significant opportunities to grow the consumer facing Murray River Organics brand that leverages MRG’s established export capability and distribution system.

Brand Launch with Coles

MRG’s new range of 100 per cent organic muesli with no added sugar will be launched into Coles in five flavours and two formats.

The range includes:

- Coffee, Fruit & Muesli, 400g cannister
- Macadamia & Cranberry Muesli, 400g cannister
- Tropical Muesli, 400g cannister and 5x60gm multi-pack
- Apple & Cinnamon Muesli, 400g cannister and 5x60gm multi-pack
- Banana, Coconut and Berry Muesli, 400g cannister and 5x60gm multi-pack



Tara Lordsmith, Chief Marketing Officer, said: “In the last few months, with the impact of COVID-19, we are seeing a change in behavior with consumers seeking better, healthier, more transparent and more ethical food. The launch of our new organic range is timely given this shift in the community and the increased value and importance of our food system”.

“In addition to the organic muesli range, we will also soon be launching 11 new organic products in snacking and the pantry range to be available through Metcash for the IGA and other independent retailers. This builds on the March launch in Woolworths of Murray River Organic’s branded Coconut and Avocado oils.”

For further information:

Helen McCombie
 Citadel Magnus
 P: +61 411 756 248
 E: hmccombie@citadelmagnus.com

Valentina Tripp
 Chief Executive Officer & Managing Director
 P: +61 414 550 337
 E: vtripp@murrayriverorganics.com.au

This announcement has been approved for release by Valentina Tripp, Managing Director.

Murray River Organics Group Limited (ASX: MRG) is a leading Australian producer, manufacturer, marketer and seller of certified organic, natural and better-for-you food products. We service the organic, natural and healthy food and snack market globally.

For further information please visit www.murrayriverorganics.com.au