

ASX RELEASE

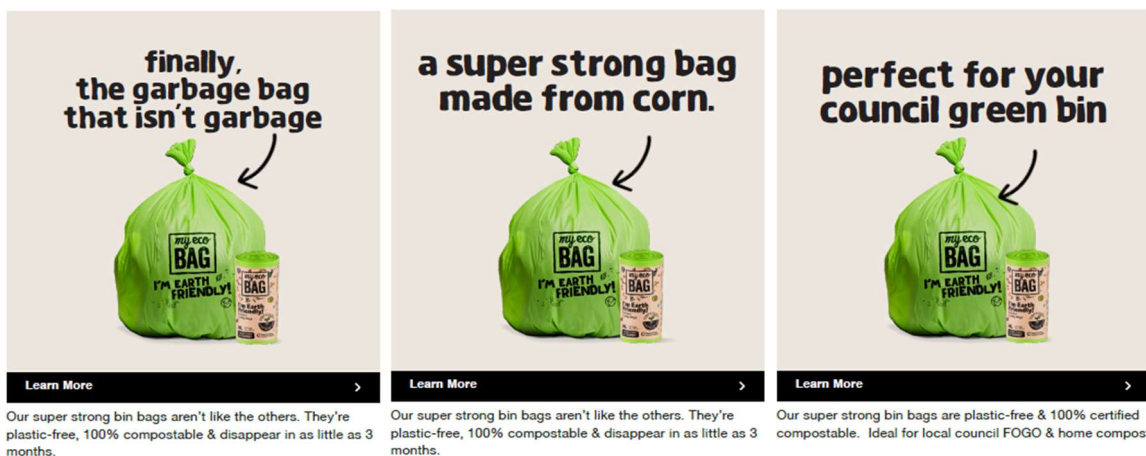
3 September 2020

SECOS MyEcoBag Sales & Marketing Campaign

Sustainable and eco-friendly bioplastics developer SECOS Group Limited (ASX: SES “The Company”) is pleased to advise that launch of its MyEcoBag™ certified compostable bin liners is on track with the two new products in 86 Woolworths stores in Australia. This initiative was announced to the ASX on 9 July 2020, and the Company is pleased to advise that despite Covid-19 lockdowns in some areas initial sales are exceeding targeted sales rates at the various locations.

Secos also advises that it has commenced its first MyEcoBag™ digital marketing campaign to raise awareness of the environmental benefits of the products. The campaign leads with the tagline “Finally, the garbage bag that isn’t garbage” and has begun to appear across social media platforms, geo-targeting Woolworths stores and FOGO council areas.

The campaign has been well received with MyEcoBag™ posts including ads, reaching over 300,000 people weekly and having a post engagement of 13%, which includes people either reacting, commenting, sharing, or clicking on MyEcoBag™ posts.



This high value marketing initiative is designed to promote sales in Woolworths and to support long-term strategic growth opportunities for the business.

- The campaign is aimed at driving awareness and trial of the new MyEcoBag™ products running for 13 weeks from 3 August to 2 November
- Targeted at environment-conscious consumers who are looking for alternative bags
- Beyond the initial launch, the aim is to expand supply through the broader Woolworths network, expand into other major retailers, and begin initiatives to grow sales through the Company's online platforms

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About SECOS Group Limited

SECOS Group Limited (ASX: SES) is a leading developer and manufacturer of sustainable packaging materials. Based in Melbourne, Australia, SECOS supplies its proprietary biodegradable resins, packaging products and high-quality cast films to a blue-chip global customer base. SECOS Group is integrated from resin production, into film (cast and blown) production and can develop bespoke compostable solutions for a range of applications.

SECOS holds a strong patent portfolio and the global trend toward sustainable packaging is fueling the Company's growth.

The Company's headquarters and Global Application Development Centre are based in Melbourne, Australia. SECOS has a Product Development Centre and manufacturing plant for resins and finished products in China and resins plant in Malaysia. The Company also has manufacturing plants for high quality cast films in Malaysia.

SECOS has sales offices in Australia, Malaysia, China, Mexico, and USA, with a network of leading distributors across the Americas, Europe, Asia, the Middle East, Africa, and India.

Disclaimer and Explanatory Notes Forward Looking Statements

This document may include forward looking statements. Forward looking statements include, but are not necessarily limited to, statements concerning SECOS' planned operational program and other statements that are not historic facts. When used in this document, the words such as "could", "plan", "budget", "estimate", "expect", "intend", "may", "potential", "should" and similar expressions are forward looking statements. Although SECOS believes its expectations reflected in these are reasonable, such statements involve risks and uncertainties, including but not limited to risks and uncertainties relating to impacts that may arise from Covid-19, and no assurance can be given that actual results will be consistent with these forward-looking statements. SECOS confirms that it is not aware of any new information or data that materially affects the information included in this announcement and that all material assumptions and technical parameters underpinning this announcement continue to apply and have not materially changed.

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