

Forbidden Foods Limited ASX: FFF

ASX Announcement

3 April 2023

Blue Dinosaur® lands extended ranging with Global Retailer WHSmith

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company"), is pleased to advise Blue Dinosaur® has secured an extended ranging with WHSmith Australia ("WHSmith").

WHSmith is a leading global retailer in convenience and are known to be a quick, one-stop-shop solution for the world's travelling customer with over 1,300 stores across the globe, including operating over 50 stores in Australia which are predominantly located in Australia's major airports.

As part of the updated agreement, Blue Dinosaur® has secured a 57% increase in the number of products sold in WHSmith stores, growing from 7 to 11 products now ranged – including a combination of snack bars, protein bars, peanut butter bars and bites.

Forbidden Foods has agreed to a tailored promotional program with WHSmith along with other marketing initiatives including preferential product placement to accelerate sales in-store. There are no minimum order volumes specified in the agreement and stock will continue to be drawn from the Company's existing distribution networks.

Christian Ivers, Marketing Manager at WHSmith Australia, commented that: "With the enthusiastic return to air travel well underway, and an increased passenger focus on wellness and lifestyle, the WHSmith customer is considering health-conscious snacking options as part of their travel purchases more than ever before. The Blue Dinosaur range is a key component of the WHSmith healthy snacking offering."

Forbidden Foods' Chief Executive Officer, Marcus Brown said: "The Company has a longstanding relationship with WHSmith, and we have worked closely together to increase our product offering through their network of over 50 stores here in Australia.

"The extension of the range solidifies the presence of Blue Dinosaur® on shelf and confirms the product offering continues to resonate well with consumers."

"As a key player in the airport retail convenience channel, we look forward to continue to foster our relationship WHSmith and will now work with them to execute the roll out of new products and related marketing activities."

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food company focusing on the infant & toddler and health & wellness plant-based markets. The Company was established with a vision to provide the very best foods to meet consumer demand for clean, sustainable, plant-based and healthy products. The business sells products via its three brands – Blue Dinosaur[®], FUNCH[®] and Sensory Mill[®].

About WHSmith

WHSmith is a leading global retailer with a presence in over 25 countries, serving its customers from over 1,300 stores across the globe. WHSmith turnover per annum exceeds \$2.6Bn and currently growth is in excess of 55% post COVID travel restrictions. The first store opened its doors in 2010 in Melbourne Airport and within a short period of time, the business has grown substantially – and it continues to grow – with stores open in Sydney, Brisbane, Adelaide, Perth, and in 2022 we have expanded, doubling our store count from only 2 years prior, including expansion of operations to Gold Coast Airport. To date, we have over 50 stores operating in Australia and over 500 employees.