

Thursday, 6 February 2025 - Melbourne, Australia

## ***Update to Shareholders***

Pursuant to ASX Listing Rule 3.17.1, SPC Global Holdings Ltd (ASX:SPG) provides the attached copy of the update sent to SPG shareholders.

The announcement was authorised by the SPG Board.

### **Media & Investors**

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### **About SPC Global**

SPC Global is a market leading Australian food and beverage company. With around 800 employees and a portfolio of more than 1000 products, the company successfully combined The Original Juice Company, SPC, and Nature One Dairy, and subsequently acquired Natural Ingredients, to merge more than a century of tradition with innovation, sustainability, and long-term future growth.

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Dear shareholders,

Since completion of the merger and re-listing on the Australian Securities Exchange (ASX:SPG) on 17 December 2024, we've established SPC Global as a leading food and beverage manufacturer, with four Business Divisions, being SPC, The Original Juice Co, Nature One Dairy and Natural Ingredients.

We're pleased to share that positive progress is already being achieved since the Company's merger, with some early successes including:

- Ranging of the Original Juice Co's category-leading Juice Lab shots in Metcash stores;
- A 10-year exclusivity agreement to supply Nature One Dairy's high quality dairy products to the Mannings health and beauty network in Hong Kong. The deal is expected to generate AU\$250 million in revenue over the term of the agreement;
- Nature One Dairy's new distribution agreements for products in South Korea and the United States, with products now available for consumers on Amazon US;
- Enhanced capacity utilisation at OJC's beverage manufacturing at Mill Park with the potential to unlock incremental capacity, Victoria.

While we're still in the early stages of combining our four businesses, the progress we've made so far supports the strategic rationale and benefits of this merger. Throughout Q3 and Q4, we'll continue to pursue immediate value-add initiatives, and plan for our long-term growth ambitions. We'll focus on key initiatives to strengthen our market position, expand our customer base through multiple channels and, as a result, deliver improved financial outcomes.

### **SHARE PRICE MOVEMENTS**

We appreciate some concerns have been raised about the recent share price movements, and I'd like to take this opportunity to provide some context on this.

The fundamentals of our business remain strong, and our future strategic initiatives, including the recent merger and Priority Offer, position us well for long-term growth. While we acknowledge the recent share price movement, it's important to highlight short-term market dynamics, rather than any underlying shift in our operational or financial performance.

Since our last communication, we've observed continued selling pressure from one non-founding shareholder. While this is likely to have influenced the share price in the short term, we remain focused on executing our growth strategy, driving operational efficiencies, and enhancing long-term shareholder value.

Our founding team and major shareholders remain firmly committed to the company's vision and have retained their holdings, reflecting their confidence in our long-term prospects.

We're also increasing market engagement with analysts, brokers, investors and media through which we will present a clearer picture of our business performance.

We remain steadfast in our mission to create sustainable value for our shareholders and appreciate your patience and support.

## **COMMUNICATION**

As part of our ongoing engagement, we're committed to providing a greater level of transparency and communication with our shareholders. We'll be hosting a series of investor meetings in coming weeks and months, while supplementing these communications with regular updates like this to shareholders and the market.

We'll be hosting an investor webinar in late February in conjunction with the Company's H1FY25 results announcement. Details of this will be shared soon.

Investors can also reach us via email [investors@spcglobalgroup.com](mailto:investors@spcglobalgroup.com).

As Managing Director, I'm convinced of the significant opportunity we have to be successful. The diversification of our business, the introduction of new leaders with significant FMCG experience and the potential to grow in Australia and overseas, will enable us to put our products in the hands of more consumers each and every day.

I look forward to communicating with you to share our clear and focussed strategy over the coming months. I have every confidence in the Company's future success as the fundamentals of SPC Global are strong and we're now well positioned to unlock its full potential.

Robert Iervasi

Managing Director

SPC Global