

 forbidden foods

ASX Announcement

Forbidden Foods Limited ASX: FFF

3 March 2025

## 2025 sales to-date up 147% on prior comparative period

### Key Highlights

- Continued momentum in multi-brand growth strategy reflected in trading results for the first two months of CY2025, with year-to-date net sales of \$577,857 – a gain of 147% from the prior year comparative period
- Includes online sales of Blue Dinosaur products of \$214,951 in January and February 2025 – a 145% uplift on the prior comparative period (January and February 2024 online sales: \$87,717)
- Results consolidate post-transaction uplift in group sales since the strategic acquisition of Oat Milk Goodness (OMG) in September 2024, which immediately resulted in a 104% increase in quarterly sales for last quarter
- Sales growth driven by an expanded product range and distribution footprint, in line with the strategic benefits identified by the Board through the establishment of a multi-brand platform in the FMCG segment
- Commercial discussions for new product stocking arrangements with major Australian retailers ongoing with range reviews pending
- Group remains focused on maintaining post-acquisition sales trajectory through both physical store and online channels, alongside ongoing reduction in costs through the flow-on effects from staff changes and streamlined operations with shared overheads

**Forbidden Foods Ltd (ASX: FFF) (“Forbidden Foods” or “the Company”)** is pleased to report year to-date sales through the first two months of CY2025 of \$577,857 - an increase of 147% on the prior year comparative period (PCP) as the Company consolidates its post-transaction growth trajectory following the acquisition of Oat Milk Goodness (OMG) in September 2024.

The result follows a 104% quarterly sales increase in Q4 CY2024 – the first full quarter of operations following the transaction – which was highlighted by monthly sales of more than \$500,000 in November, the highest monthly sales total since new management initiated a business restructure in June 2023.

With consistent monthly sales through the summer period in January and February 2025, the Company has consolidated the positive trend that emerged post-transaction, with further growth now anticipated through expanded distribution partnerships. Targeted marketing campaigns planned for the 2025 calendar year will be led by a brand ambassador partnership with the Melbourne Mavericks netball team which runs from April to July 2025.

Following the announcement of additional product stocking arrangements with Ampol (refer ASX Announcement 31 October 2024) and Woolworths (21 November 2024) in the December quarter, the Company is undertaking discussions with other major retailers in the Australian market to broaden its footprint. Range reviews are anticipated to occur over the coming weeks.

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#### Management commentary:

Forbidden Foods' Chief Executive Officer, Alex Aleksic said: *"We are pleased with our early-year sales momentum through the summer holiday period, which highlights a consolidation of the growth trend that emerged in the December quarter, immediately following the OMG acquisition. With the execution of our multi-brand strategy, we are building a different business defined by a larger, complementary product range and expanded distribution footprint – changes reflected in the 147% uplift in sales on the prior year comparative period. We look forward to providing further updates on our growing retail sales footprint as discussions with retail partners continue over the coming weeks.."*

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#### About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a health & wellness food company. The Company was established with a vision to provide engaging brands that provide the very best foods to meet consumer demand for clean, sustainable and healthy products. The core brand in the portfolio is Blue Dinosaur® which is sold in Australia & USA.