

 forbidden foods

ASX Announcement

Forbidden Foods Limited ASX: FFF

6 March 2025

Third product-ranging agreement secured with Costco for new Blue Dinosaur SKU with largest order to-date

Key Highlights

- Follow-up purchase order from major retailer Costco Australia ('Costco') valued at \$133,000, marking the third Costco order for Blue Dinosaur products since January 2024 and the largest order to-date
- Latest Costco PO reflects strong demand for the Blue Dinosaur 'Bites' range which previously sold out across Costco stores
- For the third PO, Forbidden Foods will supply the recently-launched multi-pack edition of its Bites range, with new flavour profiles and updated product packaging
- Costco Australia is a membership warehouse hub, dedicated to bringing members the best possible prices on quality branded merchandise
- The multi-pack edition of the Bites range is well aligned with Costco's market position as a discounted bulk-buy retailer of leading brands
- Costco operates 16 different locations throughout Australia and New Zealand – providing scope for Forbidden Foods to expand within the group
- Adds to strong distribution momentum for the Company's multi-brand platform following strategic acquisition of Oat Milk Goodness, following recent OMG product ranging agreements at Woolworths and Ampol outlets

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company") is pleased to confirm it has received a follow-up purchase order for Blue Dinosaur products – the largest order to-date as part of its ongoing distribution partnership with multinational retailer Costco.

It marks the third order from Costco since January 2024, highlighting the ongoing strength of the partnership and consolidating Forbidden Foods' distribution footprint with major Australian retailers across its multi-brand portfolio.

The Costco order is valued at \$133,000 and reflects strong recent demand for the Blue Dinosaur 'Bites' range, which previously sold out across Costco stores.

The 'Bites' range was launched through the Company's in-house product development program, leveraging proprietary market insights to target high-margin growth channels. The latest Costco order will comprise a new multi-pack edition of the Bites product range, with additional flavour profiles and updated packaging. The multi-pack format is well aligned with Costco's market position as a low-cost, bulk-buy retailer for quality brands.

The Costco purchase order also highlights the ongoing execution of the Company's stated strategy to build an expanded distribution footprint for its multi-brand portfolio, following the strategic acquisition of OMG in September 2024.

Recent momentum in pursuit of the group's stated growth strategy was further reflected in its recent trading update for the first two months of CY2025, with year-to-date net sales increasing by 147% on the prior year comparative period to \$577,857 (refer ASX Announcement 3 March 2025).

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Management commentary:

Forbidden Foods' Chief Executive Officer, Alex Aleksic said: "The latest purchase order from Costco is another positive step in our strategy to establish Forbidden Foods as a leading multi-brand FMCG business, with a diversified distribution footprint and strong partnerships with major Australian retailers. This purchase order also marks the launch of our new multi-pack edition for the 'Bites' range, which is well aligned with Costco's bulk-buy retail model and reflects our ongoing commitment to innovation across the product suite. Alongside our successful partnership with Costco, I look forward to providing our investors with additional product distribution updates in the months ahead as we build off of our existing market footprint to convert additional commercialisation opportunities."



Image 1: Blue Dinosaur 'Bites' multi-pack SKU

-ENDS-

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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.