



# ASIA ROADSHOW INVESTOR PRESENTATION JULY 2025

ASX: OMG



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# CORPORATE OVERVIEW

## SNAPSHOT

Shares on issue:	728m
Market capitalisation (at \$0.008/share):	\$5.8m
Options on issue:	240m
Performance rights:	Nil
52 week high-low:	\$0.016 - \$0.004
Debt:	Nil
Cash at bank (30 Jun 25):	641k

## MAJOR SHAREHOLDERS

Anthony Adams	14.24%
Steve Smith	10.51%
Daniel Rootes	5.69%
Board & management:	8.50%
Top 20:	62.09%

## BOARD & MANAGEMENT

Non-Executive Chair	Mr Daniel Rootes
Managing Director & CEO	Mr Alex Aleksic
Non-Executive Director	Mr Tim Freeburn
Company Secretary	Mr Bill Pavlovski



# COMPANY OVERVIEW



OMG Group continues to consolidate its position as a leading capital - light brand manager in the 'better for you' segment of the FMCG sector.

Delivering on four key pillars:

B

Better-for-you products that prioritise health, wellness and high quality ingredients

E

Elevate and amplify brands through impactful marketing and partnerships, driving growth

S

Strict and disciplined working capital use with a distinct focus on profitability

T

Talent derived from an expert board and management, and strategic collaborators

# BETTER FOR- YOU PRODUCTS

Delivering high quality products through two established brands, Blue Dinosaur and Oat Milk Goodness. Rapidly growing sales through online and traditional channels

## ESTABLISHED PRODUCT SUITE

Scaling a healthy snack food range through multiple SKUs over two brands

## HIGH QUALITY INGREDIENTS

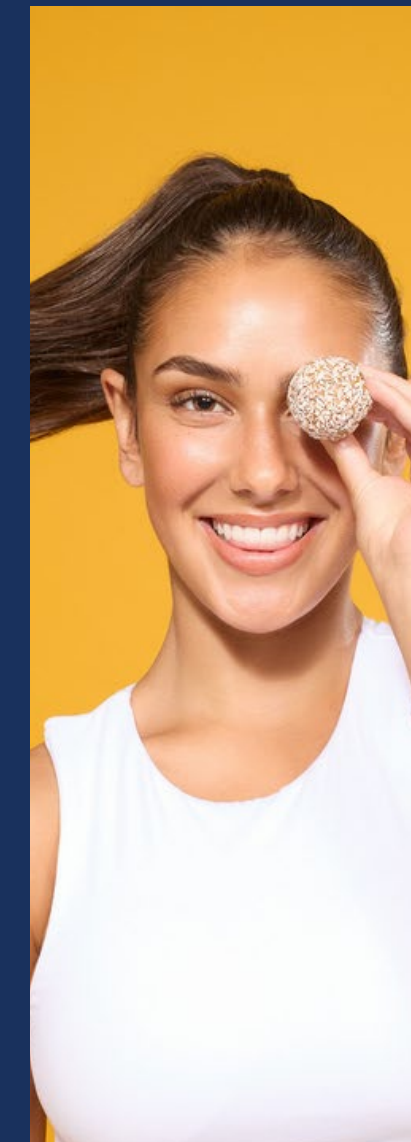
Utilising clean, natural ingredients and simple product formulations to appeal to an established demographic

## INNOVATION :

Continued improvements to formulations and new product development to meet health conscious consumer needs

## EDUCATION:

Content and packaging that informs consumers through partnerships, branding, social media and activations



# ELEVATE & AMPLIFY

Using existing resources and relationships to increase awareness across customer groups, through cost-effective marketing



## COLLABORATIONS

Leveraging ambassadors including Alex Carey, Steve Smith, the Melbourne Mavericks and others to create authentic content



## ACTIVATIONS

Key sponsorships including the Noosa Triathlon, Sydney Half Marathon and McGrath Foundation to target consumers directly



## PARTNERSHIPS

Collaborations with brands, platforms and KOLs to broaden reach



## INNOVATIVE CAMPAIGNS

Strategic marketing to target a defined audience, aimed to emphasise healthy lifestyle choices



# STRICT CAPITAL MANAGEMENT

Clear focus on OPEX reduction and revenue growth, with a pathway to profitability

Data Driven Decisions	Internal frameworks to measure campaign effectiveness and SKU performance. Products tested online, before broader launch online and in-store
Cost Efficiencies	Ongoing review of operational costs and continued supplier negotiations
ROI Focus	Established KPIs for all marketing initiatives and internal projects
Working Capital Management	Continued elimination of supply chain costs through expanded economies of scale, flowing through to a per-unit margin growth to progress profitability



# TALENT

An optimised Board, management and ambassadors – all with an established track record

## RENEWED FOCUS:

Completely refreshed Board and management team with distinct experience in the FMCG sector and scaling brands

## NETWORK:

Leveraging relationships in the sector with KOLs, ambassadors, manufacturers with specialised knowledge in brand growth

## FAN NETWORK AND AUDIENCE:

Utilising top-tier ambassadors and engagement with sporting teams with established followings to support marketing initiatives, enhance brand loyalty and leverage insights for new production development





# A MAJOR MARKET OPPORTUNITY

Now well positioned to capitalise on growing consumer trends in a major market

**\$168Bn in food  
retailing revenue in  
2023**

FMCG products, are critical to Australia's economy and have considerable growth potential – this unlocks a significant opportunity

**Growing focus on  
healthier eating**

67% of consumers in 2023 made an effort to consume more protein. Consumers increasingly choose products that are plant based and low sugar.

**Reformulations by  
FMCG companies**

Multiple companies are reformulating products to reduce sugar and artificial additives to drive nutritional value – OMG is already there

**Rising demand for  
local production**

Over 75% of Australian consumers purchase locally made products – OMG is positioned to capitalise on sustainability and local support

**43.5% growth in  
ecommerce in  
Australia**

Consumers increasingly prefer online shopping for convenience and pricing purposes – OMG has an optimized digital presence and capabilities

1. <https://www.statista.com/statistics/1294840/australian-retail-trade-revenue-by-segment>

2. <https://nielseniq.com/global/en/insights/analysis/2024/wellbeingtrendsinfluencingconsumerin-2024>

3. <https://www.igd.com/Social-Impact/Articles/Food-companies-make-products-healthier-at-accelerated-pace-in-response-to-H32250>

<https://www.euromonitor.com/article/beverage-manufacturers-drive-reformulation-efforts-through-sugar-reduction>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10261815/>

<https://www.sciencedirect.com/science/article/pii/S0306919223001136>

4. [Australia: Consumers Who Consider Sustainability in Purchasing Decisions 2023 - Statista](https://www.goodman.com/about-goodman/insights/ecommerce-trends-the-ecommerce-expansion)

5. <https://www.goodman.com/about-goodman/insights/ecommerce-trends-the-ecommerce-expansion>

\* Please note the above information is sourced publicly and FFF has not verified, and cannot guarantee, the accuracy, correctness or completeness of the above statistics

# A GROWING MARKET PRESENCE



## E- Commerce

Increased traction for both brands through D2C (website) channels and global ecommerce platforms for high-margin, immediately cash generative sales

- Designated as a priority growth channel by new management
- Growing ecommerce footprint reflected by 128% sales increase (Moving Annual Total basis) for Blue Dinosaur in the 12 months to April 2024



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## B2B retail

Strong existing footprint complemented by ongoing expansion of ranging agreements with across a large range of major retail outlets nationwide

- Recent distribution highlights led by third product ranging agreement with Costco valued at \$133,000 – the largest order to-date
- New management prioritised distribution in the Australian market, strengthening existing partnerships and building a diversified network of major retailers
- Discussions ongoing for additional ranging agreements for expanded product suite post-acquisition





# INCREASED DISTRIBUTION

Strategic distribution partnerships have been identified by the Board and management team as a major pathway for growth.

Multiple strategic distribution agreements in place; diversified footprint across Australian market which are aggressively leveraged to drive growth based on mutually agreed sales targets

Significant near-term growth opportunity in the domestic market; potential access to +1,000 store networks through established distribution platforms such as Unique Health Products and Food & Dairy Co

Commercial discussions with multiple partner groups; dynamic market where one agreement can provide the catalyst for material uplift in sales

Discussions also well-advanced to expand distribution footprint to key target markets in India and South-East Asia, in partnership with Australian government trade representatives

Multi-brand portfolio strengthens distribution pathway by presenting a more attractive offering to potential partners with diversified revenue channels



# RECENT PROGRESS

Strong progress to date highlights ongoing execution of company strategy





# STRATEGY & OPERATING TRANSFORMATION

Strong foundation laid for significant growth in FY26

Transformation of business operating model and strategy implemented following appointment of Mr Alex Aleksic as CEO in July 2023

Board and management refreshed with key executives with demonstrated track record in food and beverage sector alongside new strategy implementation

Acquisition of Oat Milk Goodness brand in September 2024 as part of broader M&A strategy – provided immediate accretive sales and marketing opportunities

Multiple high profile international athletes secured as ambassadors including Alex Carey (Australian cricketer) and Eleanor Cardwell (Melbourne Mavericks)

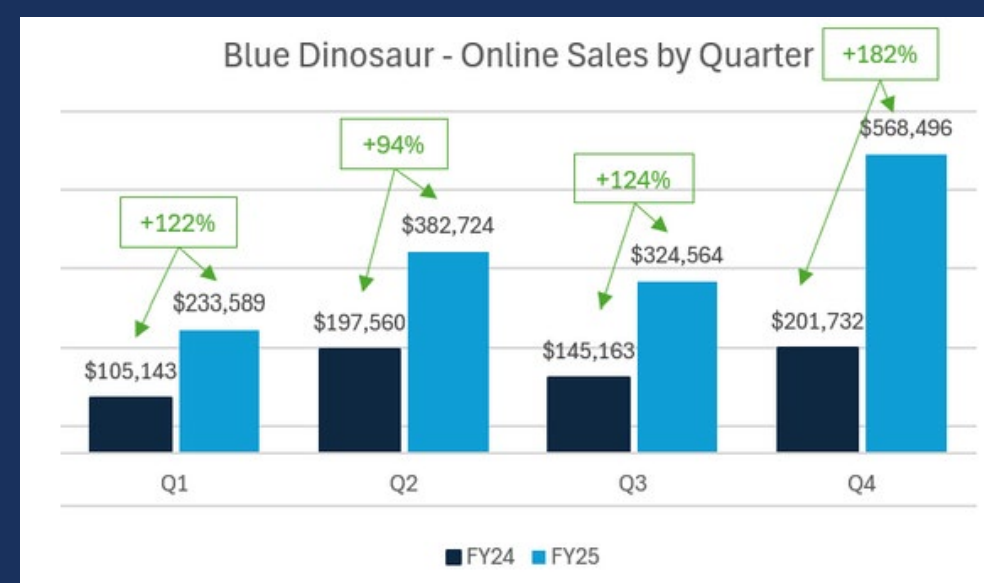
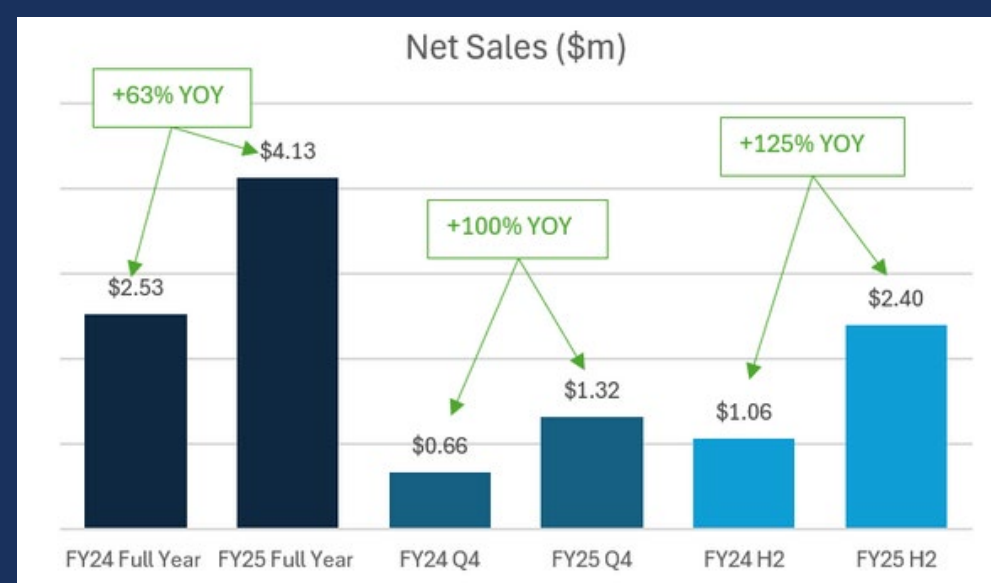
Corporate rebrand implemented to reiterate rigorous business approach and strategic growth opportunities – trading under OMG Group Limited (ASX:OMG) from May 2025





# RECENT FINANCIAL PERFORMANCE

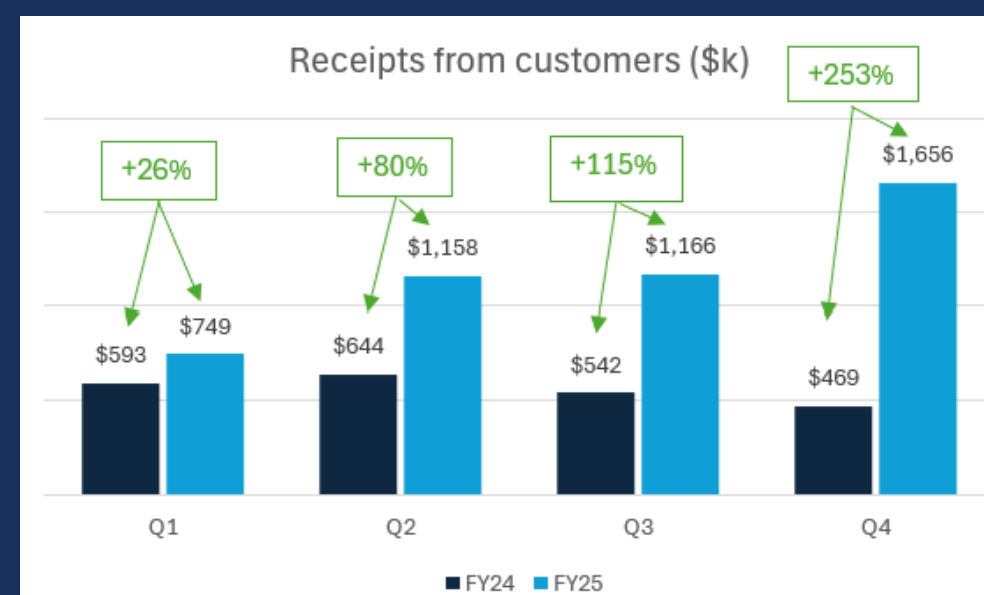
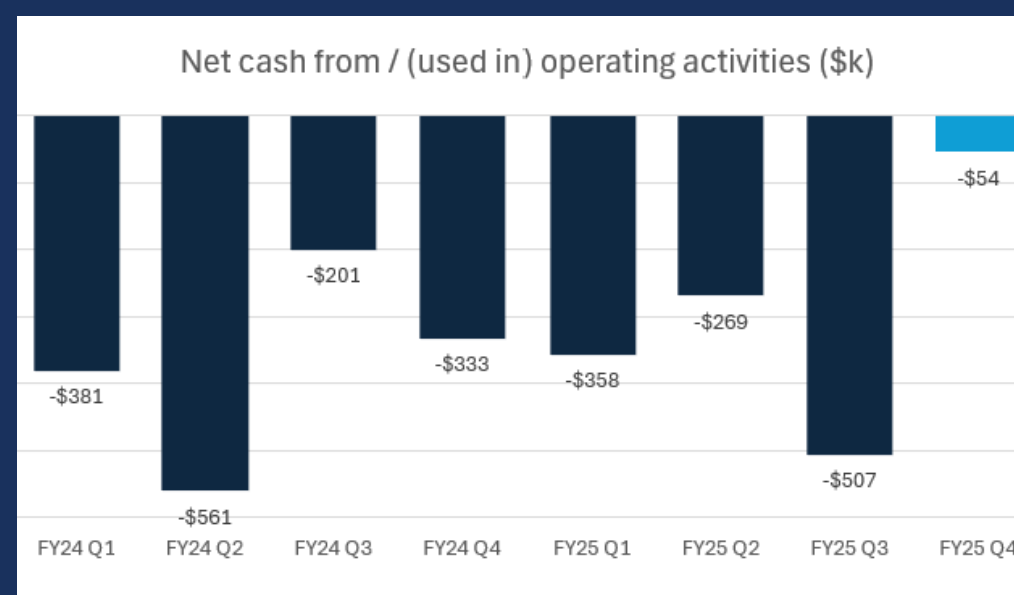
Ongoing revenue uplift in FY25 underpinned by execution of company strategy



Sales growing rapidly with total FY 25 net sales of \$4.13m – up 63% on prior year comparative period

\$1.3m in net sales delivered in Q4 FY25 – marking the **third straight quarter** where net sales have exceeded \$1m

Consistent **uplift in ecommerce** delivered invoiced sales of ~\$1.51m on a Moving Annual Turnover bases – up 132% on PCP



Recent sales increases provides pathway towards profitability – **higher revenue being generated** from a lower cost base on an ongoing basis

Closed FY25 with lowest cash burn from operations (\$54k), alongside **positive cashflows** in June of \$242k – Highlighting FY26 potential

Receipts from customers **increased by 253% YOY** to \$1.656m for Q4 FY25, significantly influenced by the over indexing of Blue Dinosaur eCommerce business



# BLUE DINOSAUR RANGE



## PROTEIN BALLS



## SNACK BARS & BITES



## PROTEIN BARS



## PROTEIN POWDER





# OMG RANGE

## Barista Blend 1L:

Australia's only barista oat milk with no seed oils

## PrOATein 350ml:

Australia's first functional oat milk with 20g of protein per serve, low sugar, no seed oils and dairy free

Chocolate and coffee launched with more flavours to launch





# NEW PRODUCT DEVELOPMENT

A range of new formats and flavours to drive growth across our target audiences





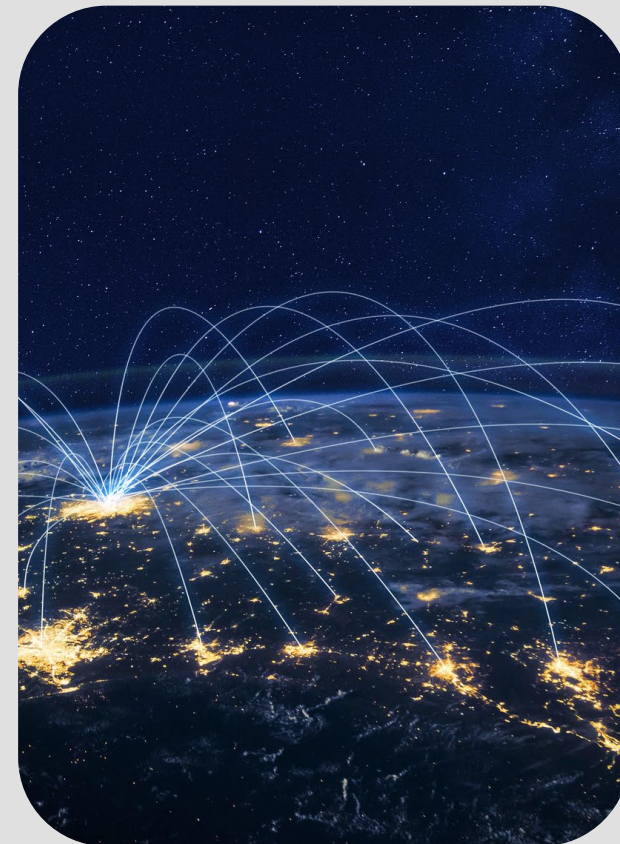
# NEAR TERM VALUE CATALYSTS

Strong foundation set for rapid growth in the coming months



## ECOMMERCE

- Sales momentum expected to continue in H2 2025
- High-margin sales support group revenue profile



## DISTRIBUTION

- Leverage existing footprint to secure new agreements
- Significant opportunity to materially expand sales footprint



## GLOBAL MARKETS

- Transition from US to high-growth Asia-Pacific markets
- Discussions advancing with key regional partners



## PRODUCT

- Investment in new SKUs and product-mix optimisation based on proprietary market research



## TARGETED M&A

- Management currently assessing opportunities to expand brand portfolio through targeted M&A





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