

ASX Announcement

OMG GROUP Limited (ASX: OMG)

14 August 2025

## Ranging with 7-Eleven stores to significantly boost sales

### Highlights

- Blue Dinosaur products to be stocked in 750 7-Eleven stores Australia wide – onboarding now underway
- 7-Eleven is one of Australia's largest convenience store chains with an established national presence
- Ranging complements recent onboarding with two additional petrol and convenience chains, QuikStop and Canteen One
- Ongoing diversification into petrol and convenience segment underpins execution of multi-channel sales strategy to consolidate ongoing revenue momentum
- Follows record Q4 FY25 cash receipts of \$1.656m and robust ecommerce growth

**OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company")** is pleased to advise it has secured product ranging for the Company's Blue Dinosaur products in up to 750 7-Eleven stores across Australia. This marks a major milestone for OMG Group and highlights ongoing execution of the Company's multi-channel strategy.

7-Eleven Australia is locally operated, with approximately 750 stores across Victoria, New South Wales, Queensland and Western Australia. The group employs around 9,000 Australians, directly through 7-Eleven or through some of the 450 franchised stores in its network. It is part of the broader 7-Eleven international network which operates, franchises and licenses ~85,000 stores in 20 countries.

As part of the ranging, 7-Eleven Australia will now stock the Blue Dinosaur Peanut Butter and Peanut Butter Choc Chip Protein Bars in 750 stores, as well as the Berry Coconut Bar in 500 stores. Onboarding initiatives are well progressed with products and first sales in the coming months.

This ranging is a significant development for OMG Group, unlocking a large potential sales channel and highlighting further progress in the Company's strategic expansion into the petrol and convenience channel. Sales through 7-Eleven stores are expected to bolster existing bricks and mortar opportunities, which include recent onboardings with the Atherton Group's QuikStop and Canteen One retail outlets.

The ranging complements recent momentum across all key product channels, which resulted in record-high cash receipts last quarter of \$1.656m – a 42% increase on the March quarter. This was underpinned by ongoing expansion of OMG's ecommerce business, which delivered record-high quarterly online sales for Blue Dinosaur products of \$568,496, a gain of 75% on the March quarter.

With ongoing growth across the Company's ecommerce channels and expansion through new and existing major retail networks, OMG is well placed to further consolidate its position as a leading multi-brand growth company in the fast-moving consumer goods sector, in the aim of achieving near term profitability.

### Management commentary:

**Chief Executive Officer, Alex Aleksic said:** *"This ranging agreement with 7-Eleven will provide the Company's Blue Dinosaur brand with unparalleled exposure in one of Australia's best convenience store chains, while also unlocking another large sales channel for OMG. This development complements recent ranging agreements with two other leading petrol and convenience retailers, as well as strong ecommerce momentum which leaves the Company exceptionally well placed to deliver sales growth and achieve ongoing profitability."*

*Ranging initiatives across 7-Eleven, QuikStop and Canteen One are set to complete over the coming weeks, allowing for first sales to be recognised shortly thereafter. We look forward to providing further updates on our ongoing retail expansion and sales growth as developments materialise.”*

**-ENDS-**

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**About OMG Group**

OMG Group 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 brands in the portfolio are Blue Dinosaur® and Oat Milk Goodness.

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