

ASX Announcement

OMG GROUP Limited (ASX: OMG)

21 August 2025

OMG Oat Milk ranging increased to 900 Woolworths stores

Highlights

- **OMG 1L Barista Oat Milk product to increase ranging to 900 Woolworths stores across Australia in November – up from 544 currently**
- **Marks a strong vote of confidence from a major Australian retailer and highlights another strong sales growth opportunity**
- **Distribution increase complements recent onboarding with large petrol and convenience chains including 7-Eleven Australia, Quikstop and Canteen One**
- **Ongoing diversification into traditional retail, petrol and convenience segment shows continued execution of multi-channel sales strategy to consolidate revenue momentum**

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) is pleased to report it has received a notice of distribution increase from Woolworths Supermarkets in relation to the Company’s Oat Milk Goodness brand.

As part of the development, OMG Group’s 1 Litre Barista Oat Milk stockkeeping unit (SKU) will now be sold in 900 stores across the country, marking an increase from 544 stores previously. This provides unparalleled exposure for the Company’s product and highlights ongoing uptake from consumers through the retailer. Increased ranging for the 1L Barista Oat Milk product will commence from November 2025.

The increase in store count complements existing ranging with Woolworths, which currently includes the Company’s ProOat milk SKUs, currently being sold through 466 Woolworths stores in Australia.

The development underpins ongoing execution of the Company’s multi-channel strategy, which was further highlighted by recent ranging of Blue Dinosaur products in 750 7-Eleven stores across Australia (refer ASX announcement: 14 August 2025), as well as onboardings with the Atherton Group’s Quikstop and Canteen One retail outlets.



This increased focus on both traditional retail and the petrol and convenience channel has the potential to deliver considerable sales growth for OMG Group and consolidate ongoing momentum in ecommerce, which showed record-high quarterly online sales for Blue Dinosaur products of \$568,496, a gain of 75% on the March quarter.

Management commentary:

Chief Executive Officer, Alex Aleksic said: *"We are very pleased to have received this notice from Woolworths, highlighting their confidence in the OMG range and demonstrating the considerable sales potential of our product suite. The increase in store count marks another pleasing development across our broader multi-channel sales strategy, with momentum through a number of outlets. We are in advanced discussions with a range of new and existing groups to further this in the coming months and I look forward to providing you with updates 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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