

ASX Announcement

OMG GROUP Limited (ASX: OMG)

27 August 2025

## \$2m in new funding to fast-track growth opportunities

### Highlights

- Funds raised to be used to increase inventory to meet growing demand of Blue Dinosaur and Oat Milk Goodness (OMG) with major Australian retailers
- Placement follows store count increase with Woolworth Supermarkets for OMG range, as well as onboarding with petrol and convenience chains 7-Eleven, Quikstop and Canteen One
- Increased demand from traditional retail outlets complements ongoing increase in ecommerce sales underpinned by 75% increase in online sales of Blue Dinosaur last quarter
- OMG now well capitalise to further consolidate momentum across multi-channel sales strategy

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to advise it has secured firm commitments from a range of institutional, sophisticated and professional investors to raise \$2m through the issue of 200m new fully paid ordinary shares ('Shares') at an issue price of \$0.01 per Share ('Placement').

Funds from the Placement will be primarily deployed to increase inventory of the Blue Dinosaur and Oat Milk Goodness ('OMG') product ranges to meet increased demand from large Australian retailers. The required inventory increase follows the Company's recent operational progress, which includes securing additional ranging with Woolworth Supermarkets, onboarding with 7-Eleven, Quikstop and Canteen One. Larger product holdings will also benefit the Company's ongoing ecommerce growth which in the last quarter generated online sales for Blue Dinosaur products of \$568,496, a gain of 75% on the March quarter.

Additional capital will be used towards sales and marketing, including new campaigns featuring existing brand ambassadors, operational costs and for general working capital.

### Management commentary:

**Chief Executive Officer, Alex Aleksic said:** *"I would like to take this opportunity to thank new and existing investors for their support in the Placement. This new funding follows considerable operational and sales momentum, highlighting OMG's potential as a leading FMCG product provider in the 'Better-for-You' category. This is best highlighted by the execution of the Company's ability to deliver consistent revenue growth in FY25, which maintaining stringent cost controls, underpinned by the broader roll out of our multi-channel strategy."*

*"With new funding, pending range increases and onboarding with a number of major Australian retail groups, and consistent ecommerce growth, OMG is incredibly well positioned to continue to deliver. We look forward to providing additional updates on progress in the coming weeks."*

### Placement details:

Under the Placement, the Company will issue 200m Shares at an issue price of \$0.01 per Share. For every two new Shares subscribed for under the Placement, there will be one free attaching listed option (ASX: OMGO), that has an exercise price of \$0.015 per option and will expire 27 September 2027. The issue of these options is subject to shareholder approval.

The Placement will be undertaken in two tranches, comprising an initial, unconditional tranche for the issue of 162,698,723 Shares at \$0.01 ('Tranche 1'). Tranche 1 Shares will be issued pursuant to the Company's remaining placement capacity under ASX Listing Rule 7.1 and 7.1A. A subsequent, conditional tranche for the issue of 37,301,277 Shares ('Tranche 2') will be subject to shareholder approval.

Shares issued under the Placement will be listed on the ASX and will rank pari-passu with the existing fully paid ordinary shares in the capital of the Company.

JP Equity Partners acted as sole lead manager to the Placement and are entitled to a 6% fee on funds raised. The Placement was supported by Spark Plus through introductions to professional and sophisticated investors.

**-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.

**Join OMG Group's interactive Investor Hub:**

For more Company information and to engage with management by asking questions about OMG Group's latest announcements and updates: <https://omg-group.com.au/auth/signup>