

5 September 2022

SOUTH-EAST ASIAN EXPANSION CONTINUES WITH INITIAL DISTRIBUTION IN INDONESIA & MALAYSIA

Highlights;

- *Non-exclusive distribution agreement signed with The GrowHub Innovations Company, to market and sell Dirty Clean Food's oat milk throughout Indonesia and Malaysia.*
- *The agreement represents the next evolution in the partnership with The GrowHub, which is aimed at increasing our brand presence and market share in South-East Asia.*
- *Both companies will showcase Dirty Clean Food's world-first regenerative and carbon neutral oat milk at the Food Hotel Asia (FHA) conference in Singapore during 5 to 8 September.*
- *FHA is the largest international food and beverage trade show in Asia, and will provide Dirty Clean Food with access to qualified buyers, distributors, importers, manufacturers & retailers.*
- *Dirty Clean Food will also promote its breakthrough Buntine Protein® as an ingredient for dairy, noodles and other categories. Importantly, Buntine Protein® oat milk currently under development will be introduced to a number of engaged prospects and partners.*

Wide Open Agriculture Limited (ASX: WOA) ("WOA" or the "Company"), Australia's leading regenerative food and agriculture company, is pleased to announce it has entered into a non-exclusive distribution agreement with The GrowHub Innovations Company, to market and sell Dirty Clean Food's oat milk throughout Indonesia and Malaysia.

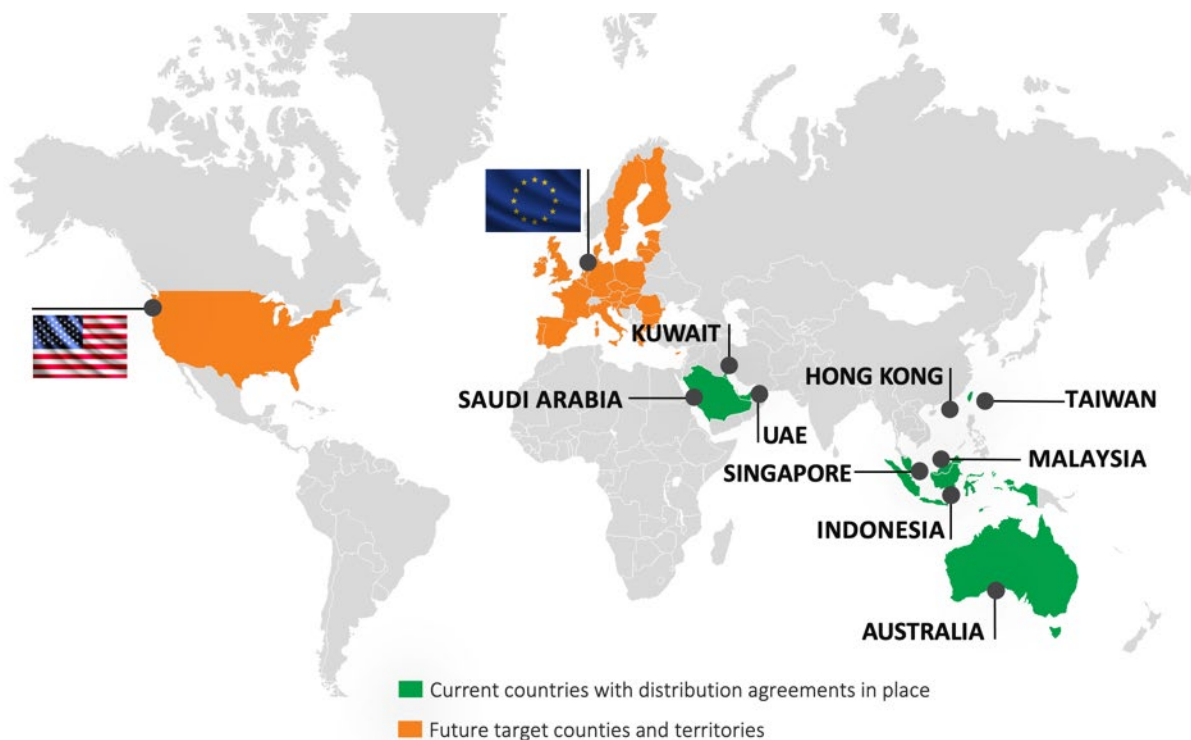
The GrowHub will initially purchase approximately A\$150,000 worth of product to create foundational stock levels, to use in marketing initiatives and enable any immediate order fulfilment. Delivery is estimated by December 2022 and additional supply will be purchased if demand exceeds these initial quantities.

The agreement is for a one-year term and represents the next evolution in the partnership with The GrowHub, which is aimed at increasing our brand presence and market share in South-East Asia. The

GrowHub is currently Dirty Clean Food's exclusive distribution partner in Singapore and is already familiar with the brand with a fully trained sales team ready to undertake marketing campaigns across Indonesia and Malaysia.

Dirty Clean Food has built a robust distribution, marketing and sales network encompassing more than nine countries. The brand now has a presence in over 1,500 café and retail locations globally, and aims to continue launching in additional South-East Asian markets throughout FY23. Initial preparations are also underway for U.S. and European launches.

The Company now has the ability to rapidly launch new products across this growing network, including new flavours and ready-to-drink formats, which will increase its oat milk product range and capture a larger and more diverse customer base. A protein enriched version of Dirty Clean Food's oat milk is also under development and is a highly promising product for global markets.



Dirty Clean Food CEO Jay Albany said; "A significant amount of time and resources has gone into selecting the right partners to build our global sales and distribution network. Singapore has been a fantastic market to gain a strategic foothold in South-East Asia, and we will continue to focus on new territories in the region which show increased demand for plant-based milk products. Our oat milk products are already rapidly gaining a strong reputation throughout the region due to their taste and carbon neutral credentials."

CEO of The GrowHub, Lester Chan said, "We are a committed partner to Dirty Clean Food and Western Australia and believe in the premium quality of Dirty Clean Food's regenerative produce. Leveraging on our technologies in food traceability and supply chain logistics, we are confident in bringing the oat milk to the South-East Asian market."





The GrowHub also plans to promote several innovative Web3 technologies at FHA using Dirty Clean Food oat milk products. The first is The GrowHub's Blockchain technology, which aims to provide a new level of supply chain security that authenticates regenerative provenance at the consumer level. The second, an Augmented Reality offering that brings a new path to interoperability and information sharing, combining virtual and physical worlds with real-world components.



(Above) The GrowHub's Augmented Reality technology as seen through consumers smartphone.



Wide Open Agriculture will also promote its breakthrough Buntine Protein® as an ingredient for dairy, noodles and other proteins. Importantly, Dirty Clean Food's Buntine Protein® oat milk currently under development will be introduced to a number of engaged prospects and partners.

Dirty Clean Food's Buntine Protein® oat milk is a regenerative, plant-based alternative to dairy milk. The product delivers all the protein, calcium and micronutrients of dairy milk, but with less fat and sugar. The higher protein content is expected to out-position soy, almond and dairy milks and has the potential to gain market share from dairy milk consumers.

Key Material Terms of the Distribution Agreement

Supplier: Wide Open Agriculture Ltd (ABN 86 604 913 822)

Distributor: GrowHub Distribution (Singapore) Pte. Ltd. (UEN 202004797G)

Product: Dirty Clean Food Oat Milk

Territory: Indonesia and Malaysia

Term: The agreement shall commence immediately and shall continue for one year

Minimum orders: Two containers (36,000 litres) for Malaysia and two containers (36,000 litres) for Indonesia

The Supplier agrees to appoint the Distributor to market and sell the Products non-exclusively in the Territory upon the terms and conditions of the Agreement. All other terms and conditions are typical for distribution agreements of this nature.

This ASX release has been approved for release by Jay Albany on behalf of the Board of Directors.

[ENDS]

For investor, media or other enquiries please contact:

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About Wide Open Agriculture Ltd

Wide Open Agriculture (WOA) is Australia's leading ASX-listed regenerative food and agriculture company. The Company's innovative Dirty Clean Food brand markets and distributes food products with a focus on conscious consumers in Australia and South-East Asia. Products are chosen based on their market potential and the positive impact they deliver to farmers, their farmland and regional communities. The company is based in the Wheatbelt of Western Australia. WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns.

WOA is listed on the Australian Securities Exchange (code: WOA) and the Frankfurt Stock Exchange (code: 2WO) and is the world's first '4 Returns' publicly listed company.

www.wideopenagriculture.com.au

www.dirtycleanfood.com.au



wideopenagriculture.com.au

About The GrowHub

The GrowHub is a highly regarded company that collaborates and innovates with food producers to deliver sustainable, healthy, high-quality products to consumers worldwide at compelling values. The group has an extensive network of partners including multi-national companies, large food producers, state-owned enterprises across Asia Pacific and seeks to improve market access for exporters.

The GrowHub has deep ties to Western Australia where Wide Open Agriculture is based, and is a key strategic partner of the Agri-Innovation Precinct - a facility located within the Western Australian Food Innovation Precinct (WAFIP) in the Peel region designed to attract research, develop and deployment of innovative technologies associated with the food and agriculture sector.

www.thegrowhub.co

