

ASX Announcement

7 September 2022

## **WIDE OPEN AGRICULTURE AND MY FOODIE BOX PARTNER ON PLANT-BASED FOODS AND EAST COAST EXPANSION**

### **HIGHLIGHTS:**

- *My Foodie Box to expand range of products to include new plant-based products featuring the first commercial products using Buntine Protein™*
- *My Foodie Box and Dirty Clean Food to collaborate on expansion of products and services into Eastern States*
- *My Foodie Box and Dirty Clean Food to develop an exclusive range of ready to eat product lines using Dirty Clean Food regenerative produce*

**Wide Open Agriculture Limited (ASX: WOA)** and **My Foodie Box Limited (ASX: MBX)** are pleased to announce that My Foodie Box and Dirty Clean Food have formalised and expanded their longstanding partnership.

The Companies will develop an exclusive range of ready to eat product lines, which will include the first commercial products featuring Dirty Clean Food's Buntine Protein™. The Companies have also agreed to work together to expand into the Eastern States.

"We are thrilled to expand our relationship with My Foodie Box to include our plant-based portfolio, which will include the first commercial products incorporating Buntine Protein™ -- a significant milestone for Wide Open Agriculture and Dirty Clean Food." said Jay Albany, CEO of Dirty Clean Food. "My Foodie Box has been an incredible partner to Dirty Clean Food since its inception. Our companies are aligned in values, sustainability, and a commitment to making it as convenient as it's ever been for consumers to access premium quality food you can feel good about eating."

"We are excited to work with Dirty Clean Food as we look to expand our operations into the Eastern States," said Mai Hughes, CEO of My Foodie Box. "Our customers place a high value on our premium and sustainable meal kits, which are highly differentiated in the market. With this agreement, we have not only made significant progress towards securing supply for our expansion, but also secured access to an innovative portfolio of regenerative plant-based products for our platform."

Wide Open Agriculture (“WOA”) is Australia’s leading regenerative food company. Through its Dirty Clean Food platform, WOA has built an innovative network allowing consumers and customers in food service and retail to access premium regenerative produce grown in Western Australia.

My Foodie Box (“MBX”) is Western Australia’s premium meal kit provider. MBX is the most environmentally friendly offering on the market only utilising reusable, recyclable or compostable packaging. MBX offers premium, local fresh produce. All meat is free-range, hormone-free and ethically farmed.

MBX is a top-ten customer for WOA and grew its total revenue by 45% during FY22. MBX has agreed to expand its meal kit and digital portfolio to include a range of Dirty Clean Food’s innovative plant-based products, including new products incorporating Buntine Protein™ and Dirty Clean Food Oat Milk, the world’s first regenerative and carbon neutral oat milk. The companies have also agreed to co-promotional activities including an exclusive range of ready to eat product lines developed by My Foodie Box which incorporate Dirty Clean Food’s regenerative produce and Buntine Protein™.

Dirty Clean Food and MBX will collaborate as MBX expands services into the Eastern States, beginning with New South Wales. The agreement will ensure consistent premium quality as MBX expands to capture growth opportunities from market expansion and will represent the first opportunity for Dirty Clean Food to sell branded meat products in the Eastern States. The agreement is expected to generate marketing and distribution synergies for both companies as they expand their brands nationally.

#### **Key Material Terms of non-binding MoU**

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

**Partner:** My Foodie Box Ltd. (ABN 622 021 265)

**Product:** Dirty Clean Food Regenerative Produce including Buntine Protein™

**Territory:** Australia

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

**Expected Value:** Both parties expect the value of the contract to be greater than \$300,000 per annum

**[ENDS]**

This ASX Announcement has been authorised for release by the Board of My Foodie Box Limited.

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

For investor, media or other enquiries please contact:

Mai Hughes  
CEO, My Foodie Box  
[mai@myfoodiebox.com.au](mailto:mai@myfoodiebox.com.au)

Jay Albany  
CEO, Dirty Clean Food  
[jay.a@wideopenagriculture.com.au](mailto:jay.a@wideopenagriculture.com.au)

### **About My Foodie Box**

My Foodie Box Limited (ASX:MBX), is a listed food technology and logistics business focused on preparing and delivering meal kits to customers in Western Australia, with a vision to use its existing technology platform to expand its services and product offering to become a broader, national ecommerce business.

With My Foodie Box meal-kits, you decide what to eat, when to eat and leave behind the inconvenience of grocery shopping. Our mission is to take the stress out of meal planning and to bring joy back into the kitchen. We are committed to providing the best local produce, preservative and hormone free meats and eco-friendly seafood from suppliers we trust. We work exclusively with farmers who raise their animals ethically and share our sustainable values.

One of My Foodie Box's top priorities is to ensure your meals arrive fresh and safe in the most environmentally responsible packaging available. That's why we only use packaging that is compostable, recyclable and reusable. We will collect your used box upon delivering your new box and reprocess it in our facilities.

For more details go to: <https://www.myfoodiebox.com.au>

### **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](http://www.wideopenagriculture.com.au)

[www.dirtycleanfood.com.au](http://www.dirtycleanfood.com.au)

