

ASX Announcement

Tuesday 7 February 2023

DIRTY CLEAN FOOD READIES FOR TAKE-OFF AT WHSMITH AUSTRALIA

HIGHLIGHTS

- *Dirty Clean Food's Oat Milk Cold Brew to be ranged nationally by WHSmith Australia*
- *Deal represents WOA's entry into \$9 billion Australia convenience market¹*
- *WHSmith Australia will launch Dirty Clean Food's Cold Brew in 37 Australian Stores*
- *The Company has received initial orders; Cold Brew will be on shelves this month*

Wide Open Agriculture Limited (ASX: WOA) ("WOA" or the "Company") is pleased to confirm that Australia's leading regenerative food brand, **Dirty Clean Food**, has had its oat milk cold brew ranged nationally with WHSmith, the leading retailer in convenience, books and news for the world's travelling customer.

The deal marks Dirty Clean Food's entry into Australia's \$9 billion convenience market.¹ Dirty Clean Food's Oat Milk Cold Brew (330ml) will be sold nationally at 37 WHSmith stores in Victoria, New South Wales, Queensland, South Australia, and Western Australia. The Company has received initial orders – Dirty Clean Food Cold Brew cans will be on shelf by the end of February 2023.

"It is exciting to launch Dirty Clean Food's national expansion into the convenience retail market with a prestigious partner like WHSmith Australia," said Resh Menon, Regional Sales Manager for Dirty Clean Food. "WHSmith is a group that supports companies who are promoting innovation and positive environmental practices in Australia."

WHSmith Australia commented: "We are thrilled to work with Dirty Clean Food. Environmental consciousness and sustainability are important to our business and our customers, and we are excited to be partnering with Dirty Clean Food to range their selection of great tasting and regenerative oat milk across our stores."

Entry into \$9 billion National Convenience Market

Dirty Clean Food's Cold Brew has gained traction in Perth's retail market as a delicious and healthy alternative to dairy-based coffee milks. It is ideal for a high quality, environmentally responsible, ready-to-drink (RTD) offer in the convenience market. According to Brett Barclay, Director at Convenience Measures and the Australasian Association of Convenience Stores, more than 7,000 convenience stores in Australia generate over \$9 billion in combined annual turnover¹. The Company views the convenience channel as a significant one not only due to opportunities for cold brew, but also in the context of its planned launch of flavoured RTD high-protein oat milks (with Buntine Protein®) later this calendar year.

¹ https://www.convenience.org/Media/Daily/2021/Mar/18/1-Australian-Retailers-Innovate_International



“I am so pleased to begin our national launch of Dirty Clean Food’s Cold Brew with WHSmith Australia, the leader in convenient retail for today’s traveller,” said Jay Albany, CEO of Wide Open Agriculture Ltd.

“Our Oat Milk Cold Brew is a must try. It is a refreshing and low-sugar alternative to coffee milks and sodas – caffeine without compromising on taste. After successfully gaining market share in Perth, initially through independents, and more recently being listed in Coles Local, it’s great to see the momentum continuing with Cold Brew’s first national listing through a partner such as WHSmith.”

WHSmith is a leading global retailer with a presence in over 25 countries, servicing its customers from over 1,300 stores across the globe. There are over 50 stores operating in Australia. WHSmith is a one-stop-shop for food, drink, confectionary, digital and travel accessories located at airports, hospitals and railway stations.

Dirty Clean Food Cold Brew is a ready-to-drink (RTD) product, pairing Filament Coffee’s Colombian single origin (Popayan Reserve) with Dirty Clean Food’s regenerative and carbon neutral oat milk. It is brewed for 14 hours, then blended with Dirty Clean Food’s oat milk and sold as a 330ml can.

Key Material Terms of Purchase Order

Customer: WHSmith Australia

Terms: Initial purchase order

Nature of Product: Dirty Clean Food Oat Milk Cold Brew

Significance of order to the Company: Commercially this is a significant milestone that represents WOA’s entry into the \$9 billion Australia convenience market.

PO Value: The Company will receive cash for the initial PO but does not consider the amount to be material.

This announcement has been authorised by the Board.

[ENDS]

For sales enquiries, please contact:

Resh Menon (Eastern States), Jo Leopardi (Western Australia)

Dirty Clean Food

www.dirtycleanfood.com.au

sales@dirtycleanfood.com.au

For investor, media or other enquiries please contact:

Matthew Skinner

Chief Financial Officer, Wide Open Agriculture Ltd

investors@wideopenagriculture.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 & drink 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 (ASX: WOA) and the Frankfurt Stock Exchange (2WO) and is the world's first '4 Returns' publicly listed company.

www.wideopenagriculture.com.au

www.dirtycleanfood.com.au

About WHSmith Australia

WHSmith is a leading global retailer with a presence in over 25 countries, serving its customers from over 1,300 stores across the globe. With such an extensive presence worldwide, our goal is to be the leading retailer in convenience, books and news for the world's travelling customer. The first store opened its doors in 2010 in Melbourne Airport and within a short period of time, the business has grown substantially – and it continues to grow – with stores open in Sydney, Brisbane, Adelaide, Perth, and in 2022 we have expanded, doubling our store count from only 2 years prior, including expansion of operations to Gold Coast Airport. To date, we have over 50 stores operating in Australia and over 500 employees.

<https://whsmith.com.au/whsmith-australia/>