

RED RIDGE ASIA SECURES HINKLER DISTRIBUTION AND LICENCE AGREEMENT

Red Ridge Group Limited (NSX: RRG) (“Red Ridge” or the “Company”) is pleased to advise that Red Ridge Asia Limited, a wholly owned subsidiary of the Company, has entered into a distribution and licence agreement with Australian publisher of literary and audio-visual works, and related material Hinkler Pty Ltd (“Hinkler”), as the exclusive distributor for Asia, India and Middle East regions (subject to the terms and conditions of the Agreement), effective 1 July 2025 (the “Agreement”). A summary of key terms is in the Annexure.

This is the first step in Red Ridge’s growing presence in Australia.

About Red Ridge

Red Ridge Global is a highly successful toys and arts & crafts designer and distributor, with over 30 years of operation under its principal, Mr. Vikram Rana. Red Ridge Global collaborates with well-known brands such as Disney and Marvel and has its own brand, Skoodle.

In late 2024, the Company’s Shareholders approved the change of name to Red Ridge Group Limited during the annual general meeting held on 26 July 2024, and a change of the core business of the Company at an extraordinary general meeting held on 8 November 2024. The new business includes providing sourcing, design and distribution of toys and arts & craft related products, to US wholesale customers and brokers, online and offline suppliers of department stores and network chains, and the product source is derived from China and India, with new contracts renewed from Mr. Rana’s existing business Red Ridge Global.

In the four months since the completion of the transaction, Red Ridge Group generated over \$8m in revenue and \$1.5m in net profit through a distribution agreement in the US to a number of sub-distributors of well-known brands such as Disney and Marvel.

Red Ridge Group is now looking to expand its operations in Europe, Asia, Australasia and the Middle East.

About Hinkler

Hinkler is a respected global, independent publisher and distributor established in 1994, headquartered in Melbourne, Australia, with offices in the UK. Driven by their mission to surprise and delight, Hinkler offers an extensive and diverse range of products across 13 categories. Their offerings include children’s home learning materials, colouring and activity books, puzzles, craft kits, stationery, toys, as well as adult-focused cookbooks, puzzles, illustrated non-fiction, and stationery. Known for their commitment to innovation, Hinkler holds several patents on proprietary formats, supported by a rich portfolio of copyright-owned content. Backed by a robust international distribution network, Hinkler delivers comprehensive publishing solutions and continues to create engaging, creative experiences for audiences around the world.

Red Ridge Group Chief Executive Officer, Mr Vikram Rana, said:

“Red Ridge is very pleased with the strategic partnership with Hinkler, marking the first step to expanding into the Australian toys, arts & crafts market. We believe that Hinkler’s strong presence and trusted reputation perfectly align with our vision to bring innovative and high-quality products to our customers. We look forward to working closely with their team to deliver exceptional experiences and foster long-term growth for both companies.”

The release of this announcement was authorised by the Board and released by the Company Secretary.

For more information:

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Annexure

Key terms of the Agreement are as follows:

- (a) The Agreement is for books, arts & crafts, kits and related materials published by Hinkler.
- (b) The Agreement commences and is valid for:

Commencement Date	1 st July 2025 (Asia (excluding India and the Middle East)) 1 st January 2026 (India and Middle East)
Initial Term	5 years from the Commencement Date (Asia (excluding India and the Middle East)) 4.5 years from the Commencement Date (India and Middle East)
Further Term	2 years

The Parties may agree to extend the Initial Term or Further Term on the same terms and conditions, or such other terms as may be agreed by the Parties in writing.

- (c) Red Ridge Asia must only distribute and sell the products to the designated industries and territory as outlined in the Agreement.
- (d) There is a minimum US\$1,500 per order by destination.
- (e) Termination and Default
 - i. Both Parties have the right to unilaterally terminate the Agreement with six (6) months' written notice to the other party.
 - ii. Red Ridge Asia does not have the right to assign, transfer, mortgage, charge, sub-licence, subcontract, declare a trust over or deal in any other manner with any of its rights and obligations under the Agreement without the prior consent of Hinkler.
 - iii. Both Parties may immediately terminate the Agreement by written notice to the other party if a breach is not remedied within 30 days of a written notice from the other party; or if there is an insolvency or winding up event.
 - iv. Hinkler may terminate the Agreement immediately by written notice if Red Ridge Asia:
 - a. changes the legal or equitable ownership;
 - b. uses Hinkler's Intellectual property in a manner not permitted under the Agreement;
 - c. breaches Parts IV of the *Competition and Consumer Act 2010* (Cth); or
 - d. engages in conduct in breach of Australian Consumer Law.