



# INVESTOR PRESENTATION

MAY 2025

ASX: OMG



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## CEO LETTER

It's my pleasure to announce the delivery of our corporate rebrand to OMG Group, reflecting the Company's emergence as a leading multi-brand platform in the Better For You market segment.

Since I joined the company in July 2023, the goal of the new management team has been to execute a business turnaround by reversing cost trajectories and building a platform for growth through a best-in-class product offering.

As a result of that hard work, we've now built strong sales channels in our core Australian market and exiting loss-making US operations, resulting in a streamlined business with a defined pathway to profitability.

As a growing multi-brand business, OMG Group now has several exciting growth opportunities through strategic distribution partnerships in both domestic and Asia-Pacific markets, as well as targeted M&A to build scale. I'd like to thank our shareholders for their continued support and look forward to overseeing the next phase of growth of the OMG Group portfolio.

**Alex Aleksic**  
**CEO & Managing Director**

# CORPORATE OVERVIEW

## SNAPSHOT

Shares on issue:	715,080,611
Market capitalisation (at \$0.006/share):	4.3mil
Options on issue:	257,888,156
Performance rights:	8,125,000
52 week high-low:	\$0.016 - \$0.005
Debt:	Nil
Cash at bank (31 Mar 25):	677k

## MAJOR SHAREHOLDERS

Anthony Adams	14.51%
Steve Smith	10.70%
Daniel Rootes	5.79%
Board & management:	8.50%
Top 20:	59.50%

## BOARD & MANAGEMENT

Non-Executive Chair	Mr Daniel Rootes
Managing Director & CEO	Mr Alex Aleksic
Non-Executive Director	Mr Tim Freeburn
Company Secretary	Mr Bill Pavlovski



# COMPANY OVERVIEW

OMG Group continues to consolidate its position as a leading capital-light brand manager in the 'better for you' segment of the FMCG sector.

Delivering on four key pillars:

**B**

Better-for-you products that prioritise health, wellness and high quality ingredients

**E**

Elevate and amplify brands through impactful marketing and partnerships, driving growth

**S**

Strict and disciplined working capital use with a distinct focus on profitability

**T**

Talent derived from an expert board and management, and strategic collaborators

# BETTER-FOR-YOU PRODUCTS

Delivering high quality products through two established brands, Blue Dinosaur and Oat Milk Goodness. Rapidly growing sales through online and traditional channels

## ESTABLISHED PRODUCT SUITE:

Scaling a healthy snack food range through multiple SKUs over two brands

## HIGH QUALITY INGREDIENTS:

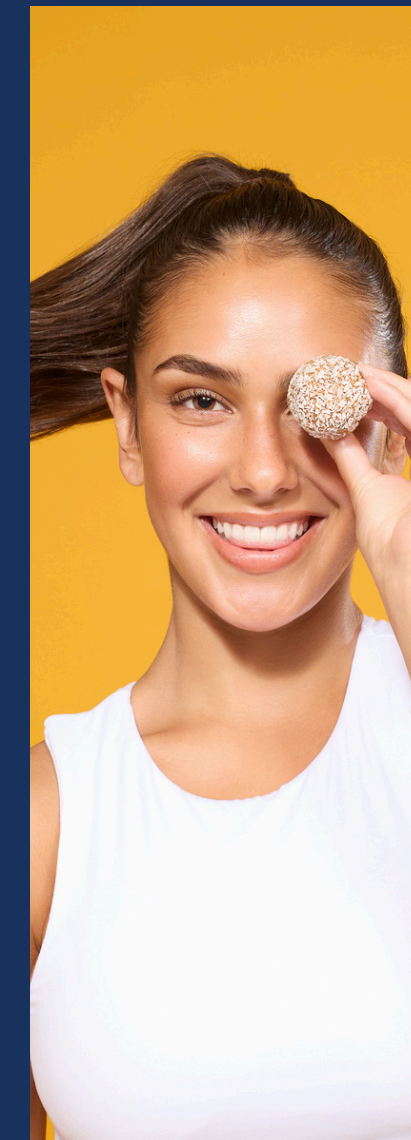
Utilising clean, natural ingredients and simple product formulations to appeal to an established demographic

## INNOVATION:

Continued improvements to formulations and new product development to meet health conscious consumer needs

## EDUCATION:

Content and packaging that informs consumers through partnerships, branding, social media and activations





# ELEVATE & AMPLIFY

Using existing resources and relationships to increase awareness across customer groups, through cost-effective marketing



## Collaborations

Leveraging ambassadors including Alex Carey, Steve Smith, the Melbourne Mavericks and others to create authentic content



## Activations

Key sponsorships including the Noosa Triathlon, Sydney Half Marathon and McGrath Foundation to target consumers directly



## Partnerships

Collaborations with brands, platforms and KOLs to broaden reach



## Innovative Campaigns

Strategic marketing to target a defined audience, aimed to emphasise healthy lifestyle choices

# STRICT CAPITAL MANAGEMENT

Clear focus on OPEX reduction and revenue growth, with a pathway to profitability

Data Driven Decisions	Internal frameworks to measure campaign effectiveness and SKU performance. Products tested online, before broader launch online and in-store
Cost Efficiencies	Ongoing review of operational costs and continued supplier negotiations
ROI Focus	Established KPIs for all marketing initiatives and internal projects
Working Capital Management	Continued elimination of supply chain costs through expanded economies of scale, flowing through to a per-unit margin growth to progress profitability





# TALENT

An optimised Board, management and ambassadors – all with an established track record

## RENEWED FOCUS:

Completely refreshed Board and management team with distinct experience in the FMCG sector and scaling brands

## NETWORK:

Leveraging relationships in the sector with KOLs, ambassadors, manufacturers with specialised knowledge in brand growth

## FAN NETWORK AND AUDIENCE:

Utilising top-tier ambassadors and engagement with sporting teams with established followings to support marketing initiatives, enhance brand loyalty and leverage insights for new production development



# A MAJOR MARKET OPPORTUNITY

Now well positioned to capitalise on growing consumer trends in a major market

## **\$168Bn in food retailing revenue in 2023**

FMCG products, are critical to Australia's economy and have considerable growth potential – this unlocks a significant opportunity

## **Growing focus on healthier eating**

67% of consumers in 2023 made an effort to consume more protein. Consumers increasingly choose products that are plant based and low sugar.

## **Reformulations by FMCG companies**

Multiple companies are reformulating products to reduce sugar and artificial additives to drive nutritional value – OMG is already there

## **Rising demand for local production**

Over 75% of Australian consumers purchase locally made products – OMG is positioned to capitalise on sustainability and local support

## **43.5% growth in ecommerce in Australia**

Consumers increasingly prefer online shopping for convenience and pricing purposes – OMG has an optimized digital presence and capabilities

1. <https://www.statista.com/statistics/1294840/australia-retail-trade-revenue-by-segment>  
 2. <https://nielseniq.com/global/en/insights/analysis/2024/wellness-trends-influencing-consumers-in-2024>  
 3. <https://www.igd.com/Social-Impact/Articles/Food-companies-make-products-healthier-at-accelerated-pace--in-response-to-H/32250>  
<https://www.euromonitor.com/article/beverage-manufacturers-drive-reformulation-efforts-through-sugar-reduction>  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC10261815/>  
<https://www.sciencedirect.com/science/article/pii/S0306919223001136>

4. [Australia: Consumers Who Consider Sustainability in Purchasing Decisions 2022 | Statista](https://www.statista.com/statistics/1294840/australia-retail-trade-revenue-by-segment)  
 5. <https://www.goodman.com/about-goodman/insights/ecommerce-trends-the-ecommerce-expansion>

\* Please note the above information is sourced publicly and FFF has not verified, and cannot guarantee, the accuracy, correctness or completeness of the above statistics



# A GROWING MARKET PRESENCE



## E-Commerce

Increased traction for both brands through D2C (website) channels and global ecommerce platforms for high-margin, immediately cash generative sales

- Designated as a priority growth channel by new management
- Growing ecommerce footprint reflected by 128% sales increase (Moving Annual Total basis) for Blue Dinosaur in the 12 months to April 2024

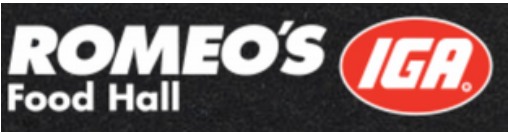


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## B2B retail

Strong existing footprint complemented by ongoing expansion of ranging agreements with across a large range of major retail outlets nationwide

- Recent distribution highlights led by third product ranging agreement with Costco valued at \$133,000 – the largest order to-date
- New management prioritised distribution in the Australian market, strengthening existing partnerships and building a diversified network of major retailers
- Discussions ongoing for additional ranging agreements for expanded product suite post-acquisition



# INCREASED DISTRIBUTION

Strategic distribution partnerships have been identified by the Board and management team as a major pathway for growth.

Multiple strategic distribution agreements in place; diversified footprint across Australian market which are aggressively leveraged to drive growth based on mutually agreed sales targets

Significant near-term growth opportunity in the domestic market; potential access to +1,000 store networks through established distribution platforms such as Unique Health Products and Food & Dairy Co

Commercial discussions with multiple partner groups; dynamic market where one agreement can provide the catalyst for material uplift in sales

Discussions also well-advanced to expand distribution footprint to key target markets in India and South-East Asia, in partnership with Australian government trade representatives

Multi-brand portfolio strengthens distribution pathway by presenting a more attractive offering to potential partners with diversified revenue channels





# RECENT PROGRESS

Strong progress to date highlights ongoing execution of company strategy

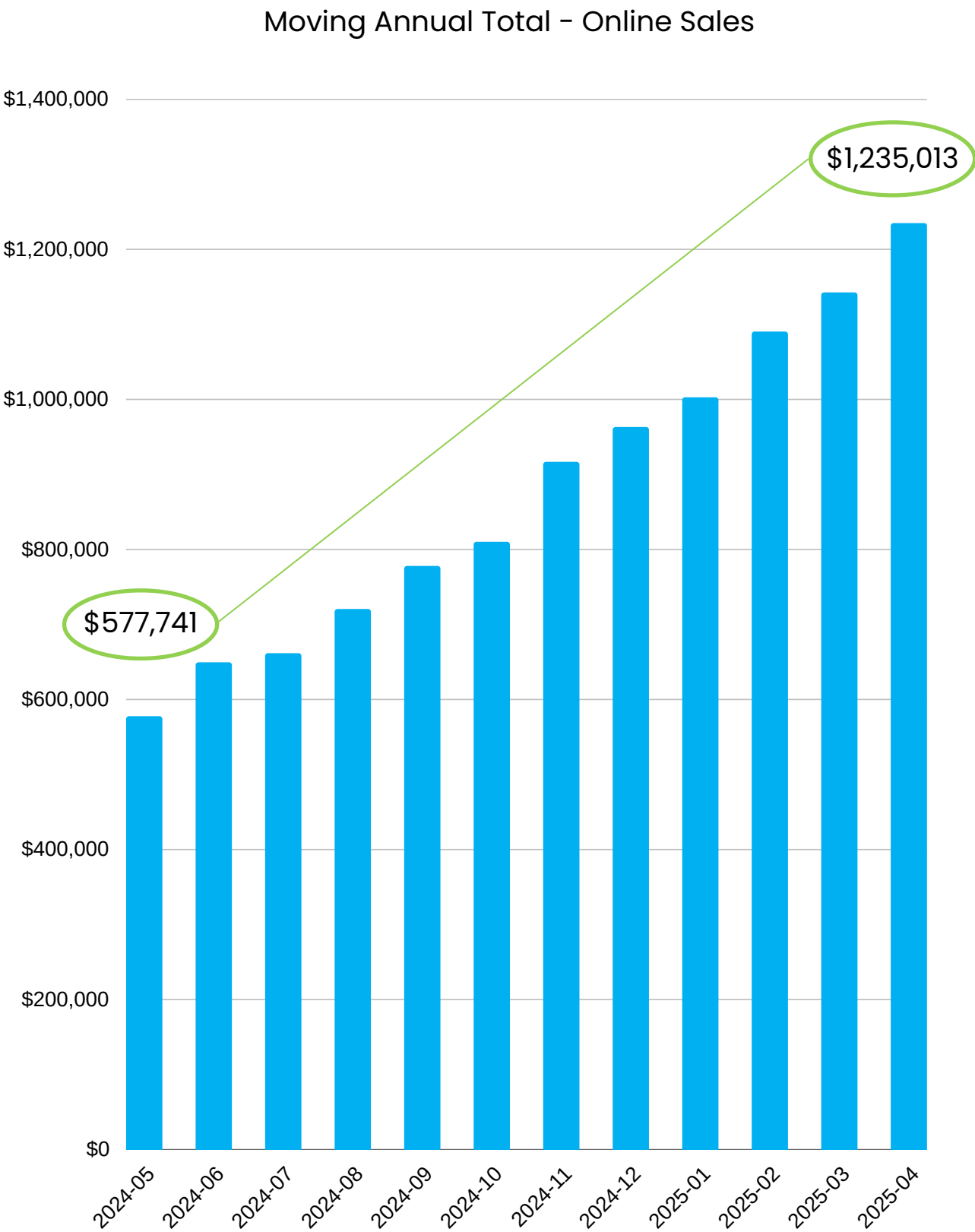


# FINANCIAL PERFORMANCE



## Ongoing revenue uplift underpinned by execution of company strategy

- Sales growing rapidly – Invoiced sales for April 2025 of \$445,961 up 218% on prior year comparative period
- Follows strong growth in Q3 FY25 which delivered \$1.1m in net sales – marking the second straight quarter where net sales have exceeded \$1m
- Consistent trend in ecommerce growth delivered invoiced sales of \$1.235m on a Moving Annual Turnover bases – up 123% on PCP
- Recent sales growth provides pathway towards profitability – higher revenue being generated from a lower cost base on an ongoing basis
- April 2025 sales leave company well placed to deliver over \$4m in annual sales in first 12 months since acquisition of OMG
- Additional sales growth anticipated through May and beyond through increased distribution, pending range reviews and strategic marketing initiatives





# BLUE DINOSAUR RANGE



## PROTEIN BALLS



## SNACK BARS & BITES



## PROTEIN BARS



## PROTEIN POWDER





# OMG RANGE

## Barista Blend 1L:

Australia's only barista oat milk with no seed oils

## PrOATein 350ml:

Australia's first functional oat milk with 20g of protein per serve, low sugar, no seed oils and dairy free

Chocolate and coffee launched with more flavours to launch





# NEW PRODUCT DEVELOPMENT



## Protein balls



Bite sized snacks made from natural ingredients designed for on the go.



## Protein powder



Plant-based protein made from natural ingredients including peas and fava with a complete amino acid profile



## Endurance bars

Designed for longer work outs, higher intensity training or all day adventures.



## Vanilla protein

Smooth, creamy vanilla malt shake, 20-g of protein, no dairy and free from seed oils

# NEAR TERM VALUE CATALYSTS

Strong foundation set for rapid growth in the coming months

## Ecommerce

- Sales momentum expected to continue in H2 2025
- High-margin sales support group revenue profile



## Distribution

- Leverage existing footprint to secure new agreements
- Significant opportunity to materially expand sales footprint



## Global markets

- Transition from US to high-growth Asia-Pacific markets
- Discussions advancing with key regional partners



## Product development

- Investment in new SKUs and product-mix optimisation based on proprietary market research



## Targeted M&A

- Management currently assessing opportunities to expand brand portfolio through targeted M&A



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