

## Strategic Milestone: Peak Canada Launches Own-Brand Strategy with First Rosin THC Beverage

- Peak Canada launches its own-brand manufactured (OBM) strategy with the release of *Snap Back*, a premium THC beverage line
- Lead SKU, *Strawberry Vanilla Cream*, is Peak's first rosin-infused product produced under its own brand
- Commercial launch is underway, with the product now available in Ontario and Manitoba
- Submissions to expand into British Columbia, Alberta, and Saskatchewan are in progress
- Peak Canada's OBM strategy enhances utilisation of existing capacity and creates a new channel for profitable growth without impacting partner relationships

Althea Group Holdings (ASX:AGH), a global leader in the manufacturing, sales and distribution of THC beverages, is pleased to announce that its Canadian subsidiary, Peak Processing Solutions ('**Peak Canada**'), has officially launched its own-brand manufactured (OBM) strategy, with the release of its first branded, rosin-infused THC beverage, under the Snap Back label.

### Material Strategic Development

While Peak Canada has historically operated exclusively as a B2B manufacturer — including producing rosin-based THC beverages for several third-party brands — Snap Back marks the first time the Company has launched this commercial product under its own label. This shift represents a strategic milestone and creates a new revenue stream through direct-to-retail sales of premium SKUs.

### Managing Director Josh Fegan commented:

*"Snap Back is a commercially disciplined and strategically aligned extension of our capabilities in THC beverages. By entering underdeveloped product niches with minimal go-to-market cost, we are able to generate incremental value without compromising the integrity of our contract manufacturing relationships. It's a clear proof point of Peak's ability to lead in formulation, execution, and innovation."*

Snap Back's OBM approach allows Peak to:

- Utilise excess production capacity
- Capture additional margin without significant new SG&A or Capex
- Build direct brand equity in premium segments not serviced by existing partners

The lead SKU, *Strawberry Vanilla Cream*, features rosin, a solventless, full-spectrum cannabis extract

prized for its quality and consumer appeal. The commercial launch has commenced, and the product is now listed and available in Ontario and Manitoba, with submissions to other provinces underway.

### Premium Product, Premium Economics

Snap Back is formulated using Peak's proprietary Envision Emulsions™ to deliver rapid onset, smooth taste, and consistent effects. Rosin-based beverages are one of the fastest-growing premium segments in the Canadian THC beverage category, commanding higher average selling prices than traditional distillate-based products.

The OBM program allows Peak Canada to capture additional value per unit sold, while maintaining operational efficiency and utilising existing manufacturing capacity and overheads.

Peak's strong and trusted relationships with provincial buyers have enabled a capital-efficient go-to-market pathway, with minimal promotional overheads and rapid distributor listing approvals.



Figure 1: Snap Back, Peak Canada's first own-brand rosin-infused THC Beverage

### Outlook

With provincial expansion underway, Snap Back will serve as a platform to grow Peak's presence in high-margin categories, support manufacturing economics, and demonstrate ongoing leadership in product innovation.

Peak will closely monitor the performance of Snap Back Strawberry Vanilla Cream to inform potential

future flavour releases and explore opportunities to further extend its OBM portfolio - always with a focus on high-margin, non-competing segments, that align with its manufacturing strengths and brand partner commitments.

This OBM launch is a key component of AGH's broader strategy to drive earnings while maintaining Peak's reputation as a trusted, non-competing partner to new and existing THC beverage brands.

**-ENDS-**

*The Board of Althea Group Holdings Ltd authorised this announcement to be lodged with the ASX.*

**For further information, please contact:**

**Althea Group Holdings Ltd****Joshua Fegan**

CEO &amp; Managing Director

**M:** 1300 70 20 20**E:** [jfegan@altheagroupholdings.com](mailto:jfegan@altheagroupholdings.com)**Media & Investor Enquiries****NWR Communications**

Melissa Tempura

**P:** +61 417 094 855**E:** [melissa@nwrcommunications.com.au](mailto:melissa@nwrcommunications.com.au)

### About Althea Group Holdings

Althea Group Holdings Ltd (ASX:AGH) is a leading FMCG organisation specialising in the manufacturing, sales, and distribution of THC beverages. Through its innovative business unit, Peak Processing Solutions, AGH develops premium, compliant products that resonate with adult consumers in regulated global markets, including USA and Canada.

Learn more about Althea Group Holdings at [www.altheagroupholdings.com](http://www.altheagroupholdings.com)

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