

THE HEALTHY MUMMY RECEIVES SECOND FOLLOW ON ORDER FROM WOOLWORTHS

23 January 2023

Highlights

- The Healthy Mummy has received a second and follow-on order to the opening order from Woolworths in a matter of weeks
- The value of the opening orders from Woolworths totals \$403,000
- Opening orders comprise approximately 16% of the estimated annual sales, highlighting the upside of the products in Woolworths
- Product to be in Woolworths stores from late January 2023

Halo Food Co. Limited (ASX:HLF) (“Halo” or the “Company”) is pleased to announce its 100% owned subsidiary The Healthy Mummy (“THM”) has received a follow-on and second order from Woolworths for its three core THM powdered smoothie products into Woolworths.

Woolworths have placed a second and follow on order of \$112,000, taking the total opening purchase orders to \$403,000 ahead of the instore national launch from late January 2023.

The products include an on-the-go variety sachet pack and vanilla and chocolate tummy smoothies and have been manufactured in-house at Halo’s Melbourne facilities.

As per the market announcement on 2 November 2022, the expected sales value of the THM products into Woolworths is forecast to be approximately \$2,500,000 in the first year.

Jourdan Thompson, Halo’s CEO, commented, “As we approach the imminent launch of The Healthy Mummy into Woolworths nationally across Australia, it is very pleasing to see the hard work of the team coming to fruition and multiple orders now starting to flow. We are looking forward to the product activation over the coming weeks and partnering with Woolworths over the long term as we make The Healthy Mummy brand a success in the major grocery channel.”



Release of this announcement was authorised by the Halo Board of Directors.

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Further Information

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About Halo Food Co. Limited

Based in Sydney and Melbourne, Australia and Christchurch, New Zealand, Halo Food Co. Limited is an established brand owner, manufacturer and exporter of formulated health and wellness products. Halo Food Co. is a leading Australian and New Zealand brand owner, developer and manufacturer in the health and wellness sector, with dry powder, ready to drink UHT and protein bar health and wellness-based product capability. In addition to Halo Food Co.'s own brands, the company is a trusted production partner, contract packing for well-known brands in Australia, New Zealand and internationally. The Company's purpose-built production facilities in Australia and New Zealand offer a wide range of dairy, health and wellness and nutritional packing solutions, meeting the diverse needs of consumers from different markets and cultures. Please visit www.halofoodco.com for further information.

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