

THE HEALTHY MUMMY RECEIVES FURTHER ORDER FROM WOOLWORTHS

31 January 2023

Highlights

- In under one month, The Healthy Mummy has received a third order from Woolworths as the product commences its national roll-out through the Woolworths network
- The value of the opening orders from Woolworths total \$545,000
- The total value of the opening orders, all received across one month, comprise approximately 22% of the estimated annual sales, highlighting the upside of the products in Woolworths
- Product has commenced roll-out into Woolworths stores and the online Woolworths store
- Discussions have commenced with Woolworths for additional THM products into store, both existing THM products and new product development for the brand

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 third opening order from Woolworths for its three core THM powdered smoothie products.

Woolworths have placed a third order for an additional \$142,000 of THM products, taking the total opening purchase orders to \$545,000. THM products have commenced the roll-out across Woolworths national footprint of retail stores and online store.

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 and the opening orders received within the first month, comprise 22% of this value.

Jourdan Thompson, Halo's CEO, stated, "Now as THM product is being rolled out across Woolworths stores nationally, it is fantastic to see the frequency and volume of the Woolworths orders being received. This initial demand from Woolworths highlights their confidence in the THM brand, the products and the broader retail upside for The Healthy Mummy. Pleasingly,



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conversations are already underway for further product roll-outs into store this year.”

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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