Forbidden Foods Limited ASX: FFF

ASX Announcement

3 November 2022

Flagship Amazon US store launched to drive Blue Dinosaur® ecommerce sales

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company") is pleased to advise that it has formally launched its flagship Amazon US online store for its Blue Dinosaur® range (www.amazon.com/bluedinosaur).

Key Highlights

- Flagship Amazon US online store for Blue Dinosaur® products launched in November – Store now live
- Amazon US launch complements existing Blue Dinosaur® ecommerce site and unlocks an additional platform to underpin the Company's long-term high-margin revenue growth strategy
- Amazon.com has over 2Bn monthly visitors and is the thirteenth most visited website in the world
- Launch follows completion of maiden US manufacturing run and agreements with key product distributors and major retail groups across the country
- Core lines to be fulfilled by Amazon US – allows for the range to be listed on Amazon Prime which includes free expedited delivery for consumers with the Amazon Prime Subscription
- Amazon Prime category stocking provides a key competitive advantage with access to over 200m Amazon Prime subscribers who are three times more likely to buy online groceries[i]
- Amazon US store launch to be supported by extensive marketing and sales campaign through in-country marketing agency
- Additional cross selling and promotional opportunities being explored through Whole Foods USA (acquired by Amazon in 2017) via shared online infrastructure
- Inaugural Amazon US sales anticipated shortly alongside first orders from major US retail outlets

Forbidden Foods' Chief Executive Officer, Marcus Brown said: *"To have officially launched our Blue Dinosaur® store on Amazon in the US is another step in Forbidden Foods push into diversifying its revenue streams and establishing a long-term and high-margin growth strategy across the country."*

"The Company expects Amazon US sales to commence shortly, which will be complemented by the existing Blue Dinosaur® ecommerce channels and pending orders from large retail groups. Sales growth will be supported by an aggressive sales and marketing push, designed to increase brand awareness amongst consumers."

"Over the recent months, the Company has worked diligently to establish a capital light and scalable business model for US expansion. This includes inbound and outbound logistics capabilities, in-country operations, marketing and sales functionality and customer service facilities. With these in place, Forbidden Foods is well placed to unlock a number of value catalysts over the coming months."

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) is a multi-brand premium food company focusing on the infant & toddler and health & wellness plant-based markets. The Company was established with a vision to provide the very best foods to meet consumer demand for clean, sustainable, plant-based and healthy products. The business sells products via its three brands – Blue Dinosaur®, FUNCH® and Sensory Mill®

Amazon US:

Amazon is an ecommerce platform that sells multiple product lines including media, apparel, baby products, consumer electronics, gourmet food, groceries and health products amongst others. The platform commands a significant audience with visits growing from 615m per year in 2008[ii] to over 2Bn per month in 2022[iii], making it the thirteenth most visited website in the world[iv].

[i] https://www.grocerydive.com/news/amazon-is-still-coming-up-short-with-online-grocery-report/624240/
[ii] http://siteanalytics.compete.com/amazon.com/
[iii] https://www.statista.com/statistics/623566/web-visits-to-amazoncom/
[iv] https://www.similarweb.com/top-sites/