ASX Announcement *OMG GROUP Limited (ASX: OMG)*

15 September 2025

OMG PrOATein ranging increased to a total of new 943 Woolworths locations

Highlights

- **Ranging of Oat Milk Goodness chocolate and coffee high-prOATein ready-to-drink products expanded with Woolworths – significantly increasing OMG's Australian retail footprint**
- **Chocolate PrOATein SKU to be sold in 896 stores, up from 466 with Coffee SKU increasing from 360 outlets to 873 supermarkets**
- **Follows encouraging engagement with Woolworths and increased ranging of 1 Litre Barista Oat Milk SKU from 544 to 900 stores across the country**
- **Expanded distribution leaves OMG well placed to continue sales growth in FY2026, following a 63% increase in revenue during FY2025 to $4.13m (FY2024: $2.53m)**
- **OMG is well funded to capitalise on growing demand following completion of recent $2m placement**

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to advise that its range of Oat Milk Goodness (OMG) PrOATein ready-to-drink (RTD) products will be stocked in an additional 943 Woolworths Supermarkets nationally from November, significantly expanding the Company's retail footprint across Australia.

The development follows encouraging engagement with Woolworths and expansion of OMG Group's 1 Litre Barista Oat Milk stockkeeping unit (SKU) from 544 to 900 stores across the country (Refer ASX announcement: 21 August 2025).

As part of the development, the Company's chocolate PrOATein SKU will now be sold in 896 stores, up from 466 and the coffee PrOATein SKU will increase ranging from 360 stores to 873 outlets.

Pleasingly, the expansion more than doubles the Company's distribution points in Woolworths on a per SKU basis, highlighting strong consumer demand for Omg Group's high-protein functional beverages and reinforcing OMG's market position as a leading brand in the 'Better for You' fast-moving consumer goods category.



To capitalise on ongoing momentum and increased inventory demand, the Company is advancing new product development for the Oat Milk Goodness PrOATein range, with new flavours expected to be introduced in H1 CY2026. These launches will be complemented by marketing campaigns featuring existing ambassadors to drive ecommerce sales and additional ranging opportunities. OMG is well placed to capitalise on these developments, following its recent placement raising $2m in new funding lead by JP Equity Partners (refer ASX announcement: 27 August 2025).

Expanded ranging and new product development initiatives leave the Company exceptionally well placed to consolidate sales momentum during FY2026, following a 63% increase in revenue during FY2025 to $4.13m (FY2024: $2.53m), underpinned by a disciplined cost management focus and the group's stated multi-channel sales strategy.

Management commentary:

Chief Executive Officer, Alex Aleksic said: *"This step-change in our ranging with Woolworths marks a major milestone for OMG Group. The increase in ranging of our high-protein solution to nearly 1,000 stores significantly increases our ability to reach health-conscious consumers and demonstrates Woolworths' confidence in our brand and product performance. We anticipate this expansion will deliver a meaningful uplift in sales, which will be complement by recent ranging agreements with Quikstop and Canteen One, providing a very strong foundation for further growth opportunities in the grocery, petrol and convenience channels."*

-ENDS-

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About OMG Group
OMG Group is a health & wellness food company. The Company was established with a vision to provide engaging brands that provide the very best foods to meet consumer demand for clean, sustainable and healthy products. The core brands in the portfolio are Blue Dinosaur® and Oat Milk Goodness.

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