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

1 October 2025

Strong multi-channel growth underpins Q1 FY26 sales momentum

Key highlights

- **Q1 FY26 total net sales of $1.2m, representing growth of +114% year-on-year (YOY)**
- **September net sales of $558k mark second highest sales month on record – up +128% YOY**
- **Blue Dinosaur ecommerce sales continued to accelerate with Q1 FY26 sales of $512k, up +119% YOY**
- **On a Moving Annual Total (MAT) basis, Australian ecommerce sales reached $1.8m, up +130% YOY (or +$1.0m), further demonstrating the growth of direct-to-consumer sales channel**
- **OMG Group now consistently generating quarterly net sales of +$1m with a targeted strategy to achieve cashflow break-even**
- **Recent product ranging agreements with major Australian retail groups expected to underpin further sales growth over the course of FY26, complemented by the ongoing ecommerce momentum**
- **Delivery of targeted marketing initiatives highlighted by collaboration partnership to support the growth of Oat Milk Goodness products with the Sports Entertainment Network, a leading multi-platform media group**

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") OMG Group is pleased to provide the following update on trading performance for the September 2025 quarter ('Q1 FY26'), highlighting continued momentum in group net sales and Blue Dinosaur ecommerce expansion.

Net sales growth

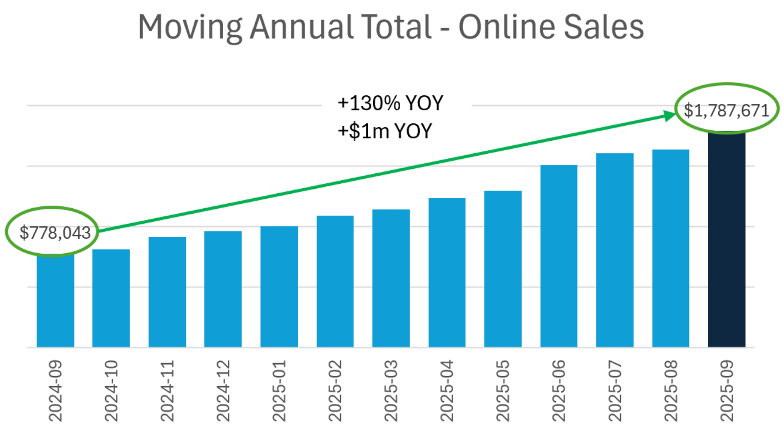
For the September quarter, total net sales were $1.2m, up +114% YOY, consolidating OMG Group's expanded revenue profile and providing a strong platform for further growth in FY26. The September quarter result was consistent with the record June quarter where OMG Group reported net sales of $1.32m (refer ASX Announcement 1 July 2025), reflecting a consolidation of the broader uplift in sales across the Company's multi-brand portfolio with a diversified sales and distribution footprint.

The Q1 FY26 result was underpinned by another strong monthly result in September 2025 where OMG generated group sales of $558k - another YoY increase of over 100% (+128%) and reflecting strong growth across both retail and ecommerce channels.

Ecommerce uplift

Ecommerce momentum continues to be a strong revenue driver, led by online sales of Blue Dinosaur. Q1 FY26 ecommerce sales amounted to $512k, an increase of +119% YOY, highlighting the strength of the Company's high-margin, director to consumer model. Momentum in ecommerce sales more broadly was underpinned by monthly sales in September, which generated $245k, up +165% YOY and the second highest monthly total on record after June 2025 ($322k).

On a Moving Annual Total (MAT) basis, ecommerce sales for the 12 months to September have now reached $1.8m, an uplift of +130% YOY (+$1.0m), reflecting sustained momentum in digital channels supported by targeted marketing campaigns and product mix expansion.



Outlook

OMG Group remains well positioned to consolidate the positive trajectory achieved in Q1 FY26, with a continued focus on expanding high-margin ecommerce revenues and strengthening its bricks and mortar sales footprint, following completion of onboarding to new retail outlets and expansion within Woolworths Supermarkets (refer ASX announcements: 21 August 2025 and 15 September 2025).

The Company is advancing discussions on new product ranging agreements and international distribution partnerships alongside strategic marketing investments, while maintaining a disciplined approach to operating costs and effective inventory management.

Recent marketing initiatives include a 12-month collaborative partnership to drive awareness for the Oat Milk Goodness brand with the Sports Entertainment Network - a multi-platform content and entertainment group which is the largest syndicator of sports radio content across Australia. The SEN partnership aligns with OMG's strategy to pursue targeted marketing initiatives that build awareness and drive engagement for the group's product suite in key consumer segments across the health and wellbeing sector.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"We are pleased to have completed another strong quarter of sales growth as we establish the OMG Group's market footprint as a leading multi-brand provider in the Better-For-You FMCG category. Our sales numbers across both physical store and ecommerce channels build off the momentum we established in the June quarter, and position the Company to deliver another year of sales growth meeting our FY25 KPI of +$4m in group sales revenue."*

"Across out product portfolio, we are observing strong momentum with the continued acceleration of Blue Dinosaur sales through ecommerce channels alongside a growing distribution footprint for Oat Milk Goodness product with major Australian retailers. As we continue to drive sales and margin growth, OMG Group is committed to building a multi-brand portfolio with the scale to deliver profits and positive cash flows for our investors. I look forward to providing more details on our trading momentum with further market updates over the coming weeks."

-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.

Join OMG Group's interactive Investor Hub:

For more Company information and to engage with management by asking questions about OMG Group's latest announcements and updates: https://omg-group.com.au/auth/signup