

ASX Announcement

OMG GROUP Limited (ASX: OMG)

14 October 2025

Supply chain optimised to meet increased demand from major Australian retailers and ecommerce channels

Key highlights

- Onboarding and full integration completed with leading Australian fulfilment and logistics partner, Shiperoo
- Automated fulfilment hubs across Australia now operating, allowing for same-day order processing, inventory visibility and more efficient logistics management
- Blue Dinosaur and Oat Milk Goodness products now distributed via Shiperoo's automated fulfilment network, supporting recent ranging expansions with Woolworths, 7-Eleven, Quikstop, and Canteen One
- Integration expected to deliver immediate cost efficiencies and enhance scalability and customer experience across retail and ecommerce channels
- Follows strong Q1 FY26 sales growth of \$1.2m (up 114% year-on-year), including \$512k in ecommerce sales (up 119% YoY)
- Marks another milestone in OMG Group's strategic plan to achieve cashflow break-even in FY26

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") OMG Group is pleased to advise it has completed a number of supply chain optimisation initiatives to meet growing product demand through key Australian retail outlets and unlock additional cost efficiencies.

OMG Group has completed onboarding and integration with leading Australian automated fulfilment company, Shiperoo. The group is a tech-driven fulfillment and returns management company, which offers scalable multichannel logistics solutions.

Shiperoo has automated fulfilment hubs across Victoria and New South Wales which integrate robotics, AI and proprietary software to deliver same-day order processing, end-to-end returns handling, inventory visibility, and recommerce capabilities. In March 2025, Shiperoo secured a strategic investment from Australia Post, which acquired a 25% stake to accelerate a shared ambition of simplifying returns and enhancing sustainable retail operations.

Products from the Company's Blue Dinosaur and Oat Milk Goodness ranges have now been delivered to Shiperoo's warehousing facilities in Victoria and New South Wales and fulfillment to ecommerce customers is underway. These centres will also be responsible for fulfilling pending orders from Woolworths Supermarket, following recent ranging expansions for the Oat Milk Goodness range (refer ASX announcements: 21 August 2025 and 15 September 2025), as well as petrol and convenience chains 7-Eleven, Quikstop and Canteen One.

Supply chain optimisation follows consistent growth in Q1 FY26, which delivered total net sales of \$1.2m (up 114% year-on-year), underpinned by \$512,000 in ecommerce sales, which increased 119% on a year-on-year basis.

The engagement with Shiperoo is expected to deliver a number of benefits to OMG, including streamlined automated fulfilment and logistics efficiencies, cost reductions, scalability, enhanced sustainability and data-driven insights. Cost efficiencies are expected to be realised this quarter, marking another milestone in the Company's targeted strategy to achieve cashflow break-even.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"This integration with Shiperoo represents a major step forward in strengthening OMG Group's operational capabilities ahead of an anticipated period of significant product demand. With fulfilment now automated through state-of-the-art facilities and technology, we are positioned to meet the accelerating demand from our growing retail network and ecommerce channels, while achieving meaningful cost savings. This increased fulfilment strength will also provide additional flexibility for future promotions across both ranges, allowing online customers to benefit from lower minimum order quantities across the Blue Dinosaur and Oat Milk Goodness product suite."*

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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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