ANNUAL GENERAL MEETING

OCTOBER 2025

ASX: OMG

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CORPORATE OVERVIEW

SNAPSHOT

Shares on issue:	891m
Market Capitalisation (at $0.009/share):	$8.0m
Options on issue:	240m
Performance rights:	Nil
52 week high-low:	$0.016 -$0.004
Debt:	Nil
Cash at bank (30 Sep 25):	$1.6M

MAJOR SHAREHOLDERS

Anthony Adams	11.63%
Steve Smith	8.80%
Board & management:	7.20%
Top 20:	52.89%

BOARD & MANAGEMENT

Non-Executive Chair	Mr Daniel Rootes
Managing Director & CEO	Mr Alex Aleksic
Non-Executive Director	Mr Tim Freeburn
Company Secretary	Mr Bill Pavlovski

COMPANY OVERVIEW

OMG Group continues to consolidate its position as a leading capital-light brand manager in the 'better for you' segment of the FMCG sector.

Delivering on four key pillars:

B

Better-for-you products that prioritise health, wellness and high-quality ingredients

E

Elevate and amplify brands through impactful marketing and partnerships, driving growth

S

Strict and disciplined working capital use with a distinct focus on profitability

T

Talent derived from an expert board and management, and strategic collaborators

BETTER-FOR-YOU PRODUCTS

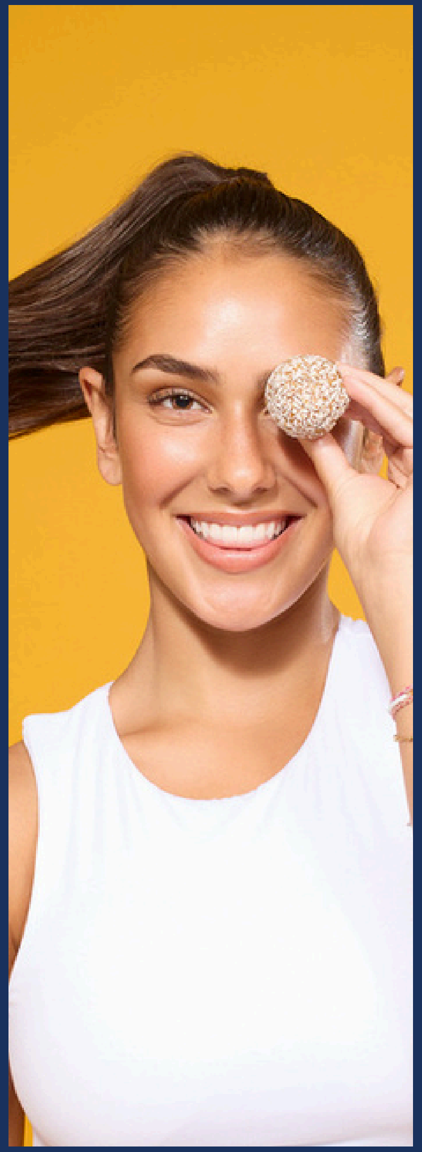
Delivering high quality products through two established brands, Blue Dinosaur and Oat Milk Goodness. Rapidly growing sales through online and traditional channels

ESTABLISHED PRODUCT SUITE:
Scaling a healthy snack food range through multiple SKUs over two brands

HIGH QUALITY INGREDIENTS:
Utilising clean, natural ingredients and simple product formulations to appeal to an established demographic

INNOVATION:
Continued improvements to formulations and new porudct development to meet health conscious consumer needs

EDUCATION:
Content and packaging that informs consumers through partnerships, branding, social media and activations



ELEVATE & AMPLIFY

Using existing resources and relationships to increase awareness across customer groups, through cost-effective marketing

COLLABORATIONS

Leveraging ambassadors including Alex Carey, Steve Smith, the Melbourne Mavericks and others to create authentic content

ACTIVATIONS

Key sponsorships including the Noosa Triathlon, Sydney Half Marathon and McGrath Foundation to target consumers directly

PARTNERSHIPS

Collaborations with brands, platforms and KOLs to broaden reach

INNOVATIVE CAMPAIGNS

Strategic marketing to target a defined audience, aimed to emphasise healthy lifestyle choices

STRICT CAPITAL MANAGEMENT

Clear focus on OPEX reduction and revenue growth, with a pathway to profitability

Data Driven Decisons	Internal frameworks to measure campaign effectiveness and SKU performance. Products tested online, before broader launch online and in-store
Cost Efficiencies	Ongoing review of operational costs and continued supplier negotiations
ROI Focus	Established KPIs for all marketing initiatives and internal projects
Working Capital Management	Continued elimination of supply chain costs through expanded economies of scale, flowing through to a per-unit margin growth to progress profitability

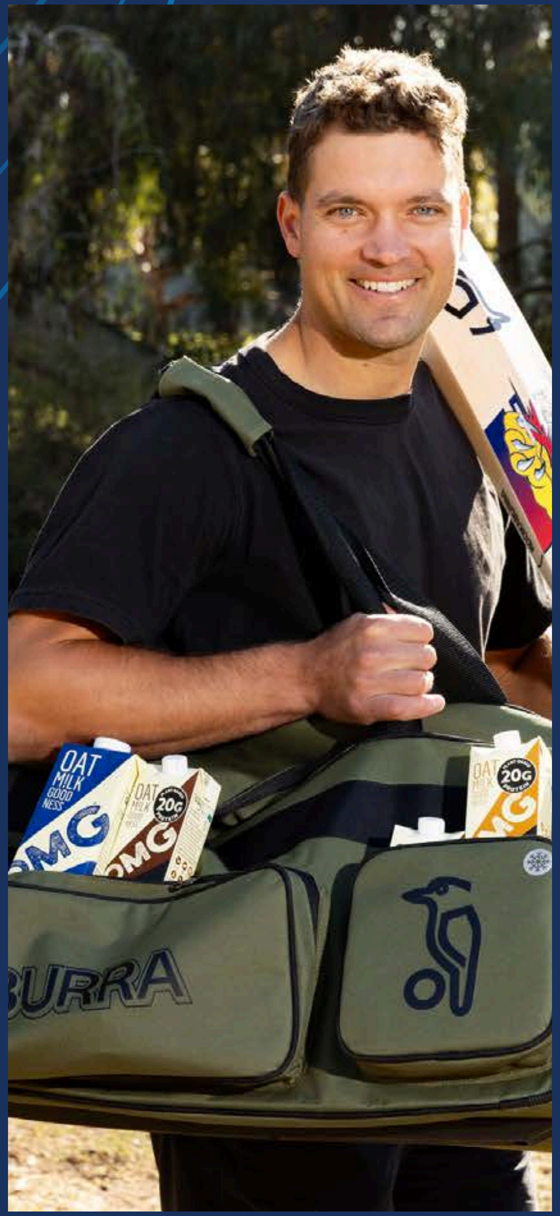
TALENT

An optimised Board, management and ambassadors – all with an established track record

RENEWED FOCUS:
Completely refreshed Board and management team with distinct experience in the FMCG sector and scaling brands

NETWORK:
Leveraging relationships in the sector with KOLs, ambassadors, manufacturers with specialised knowledge in brand growth

FAN NETWORK AND AUDIENCE:
Utilising top-tier ambassadors and engagement with sporting teams with established followings to support marketing initiatives, enhance brand loyalty and leverage insights for new production development



A MAJOR MARKET OPPORTUNITY

Now well positioned to capitalise on growing consumer trends in a major market

$168Bn in food retailing revenue in 2023

FMCG products, are critical to Australia's economy and have considerable growth potential – this unlocks a significant opportunity

Growing focus on healthier eating

67% of consumers in 2023 made an effort to consume more protein. Consumers increasingly choose products that are plant based and low sugar.

Reformulations by FMCG companies

Multiple companies are reformulating products to reduce sugar and artificial additives to drive nutritional value – OMG is already there

Rising demand for local production

Over 75% of Australian consumers purchase locally made products – OMG is positioned to capitalise on sustainability and local support

43.5% growth in ecommerce in Australia

Consumers increasingly prefer online shopping for convenience and pricing purposes – OMG has an optimized digital presence and capabilities

1. https://www.statista.com/statistics/1294840/australia-retail-trade-revenue-by-segment
2 https://nielseniq.com/global/en/insights/analysis/2024/wellness-trends-influencing-consumers-in-2024
3. https://www.igd.com/Social-Impact/Articles/Food-companies-make-products-healthier-at-accelerated-pace--in-response-to-H/32250
https://www.euromonitor.com/article/beverage-manufacturers-drive-reformulation-efforts-through-sugar-reduction
https://pmc.ncbi.nlm.nih.gov/articles/PMC10261815/
https://www.sciencedirect.com/science/article/pii/S0306919223001136

4. Australia: Consumers Who Consider Sustainability in Purchasing Decisions 2022 | Statista
5. https://www.goodman.com/about-goodman/insights/ecommerce-trends-the-ecommerce-expansion

** Please note the above information is sourced publicly and FFF has not verified, and cannot guarantee, the accuracy, correctness or completeness of the above statistics*

RECENT PROGRESS

Strong progress to date highlights ongoing execution of company strategy

OMG acquisition

All-scrip deal added $1.2m per year in revenue, new product range and increased distribution

SKU expansion for growth

New OMG products developed to drive sales, with stocking across Woolworth's and other key retailers

Ecommerce sales

Revised ecommerce channels across broth ranges with sales strategy implemented

Ambassador appointments

Prominent Australian cricketeers and netballers to support sponsorships and sales expansion

Profit growth

Q1 FY26 cash receipts of $1.17m, up 56% on PCP with strong Q2 FY26 outlook in place alongside retail expansion

Major retail expansion

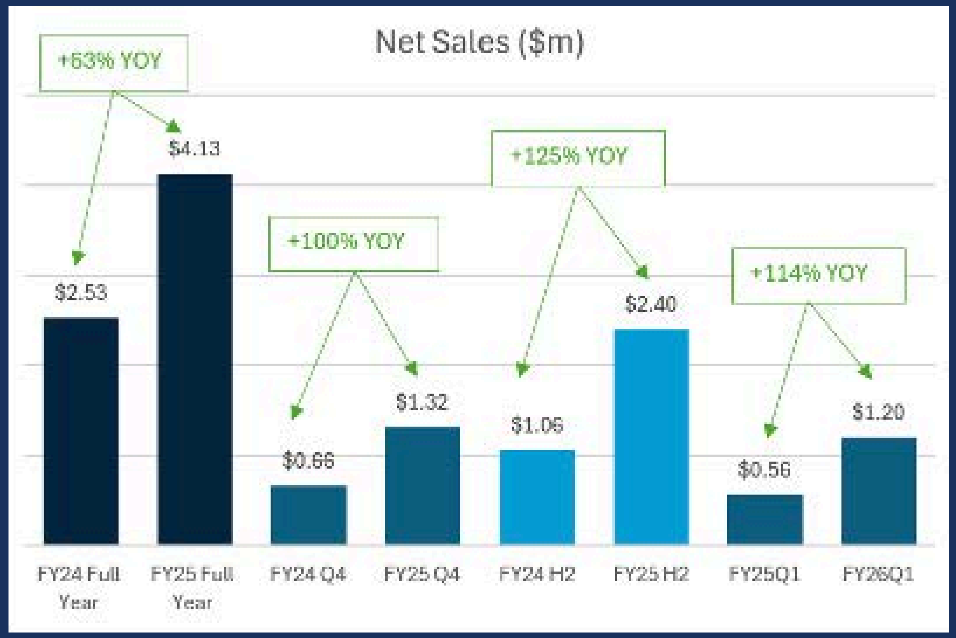
Products now being sold in 900+ Woolworth stores to underpin growing retail footprint

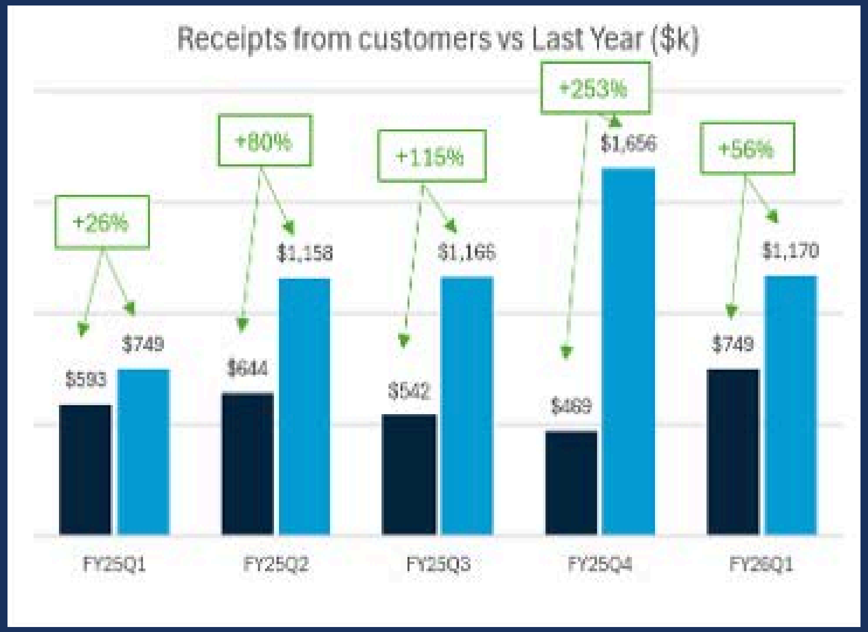
Strategic partnerships

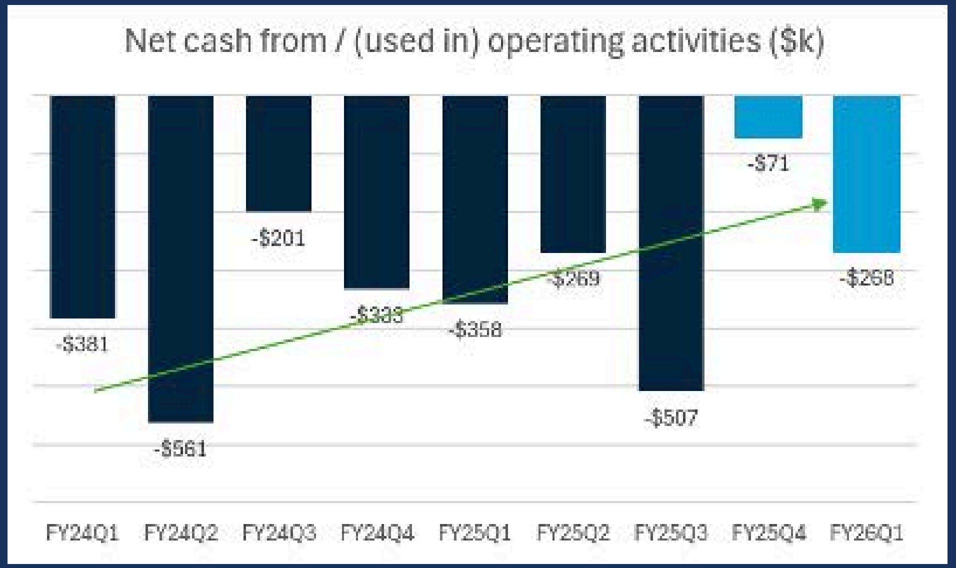
'Summer of Cricket' campaign alongside SEN Radio to drive brand awareness and underpin sales growth

RECENT FINANCIAL PERFORMANCE

FY25 revenue uplift and Q1 FY26 underpinned by execution of company strategy







Sales growing rapidly with total FY 25 net sales of $4.13m – **up 63%** on prior year comparative period

$1.17m in net sales delivered in Q1 FY26 – up 56% on PCP with additional growth expected in coming months

September CY25 sales of ~$0.56m marked second highest ever, up 128% YoY

Recent sales increases provides pathway towards profitability – **higher revenue being generated from a lower cost base** on an ongoing basis

Strategic inventory build and marketing investment undertaken in Q1 FY26 of $233,000 to drive growth ahead of Q2 FY26 sales growth from major ranging expansion

GROWING MARKET PRESENCE

E-Commerce

Increased traction for both brands through D2C (website) channels and global ecommerce platforms for high-margin, immediately cash generative sales

- Designated as a priority growth channel by new management
- Growing ecommerce footprint reflected by 128% sales increase (Moving Annual Total basis) for Blue Dinosaur in the 12 months to April 2024

B2B retail

Strong existing footprint complemented by ongoing expansion of ranging agreements with across a large range of major retail outlets nationwide

- Recent distribution highlights led by third product ranging agreement with Costco valued at $133,000 – the largest order to-date
- New management prioritised distribution in the Australian market, strengthening existing partnerships and building a diversified network of major retailers
- Discussions ongoing for additional ranging agreements for expanded product suite

OPTIMISED SUPPLY CHAINS UNDERPIN INCREASED DISTRIBUTION

Strategic distribution partnerships are supported by recently completed supply chain refinements delivering cost efficiencies and a major growth pathway

Strategic partnership in place with Shiperoo in place and delivering streamlined automated fulfilment and logistics efficiencies, cost reductions, scalability, enhanced sustainability and data-driven insights

Multiple strategic distribution agreements in place; diversified footprint across Australian market which are aggressively leveraged to drive growth based on mutually agreed sales targets

Significant near-term growth opportunity in the domestic market; potential access to +1,000 store networks through established distribution platforms such as Unique Health Products and Food & Dairy Co

Commercial discussions with multiple partner groups; dynamic market where one agreement can provide the catalyst for material uplift in sales

Discussions also well-advanced to expand distribution footprint to key target markets in India and South-East Asia, in partnership with Australian government trade representatives

Multi-brand portfolio strengthens distribution pathway by presenting a more attractive offering to potential partners with diversified revenue channels

NATIONAL EXPOSURE IN WOOLWORTHS SUPERMARKETS

Increased ranging unlocks major revenue potential for this quarter and beyond

Barista Oat Milk: Distribution increased from 544 to 900 Woolworths stores nationally, significantly enhancing OMG's retail footprint.

PrOATein RTD Range: Expanded to 943 stores nationwide — Chocolate SKU in 896 and Coffee SKU in 873 stores — more than doubling distribution.

Multi-channel expansion: Broader distribution across 7-Eleven, Quikstop, and Canteen One supports continued sales growth.

Momentum building: Expansion complements OMG's strong FY25 performance and positions the brand for accelerated growth in FY26.

Marketing support: 'Summer of Cricket' in-store, digital and retail OOH marketing campaign driving consumers direct to purchase

SUMMER OF CRICKET MARKETING CAMPAIGN

New marketing campaign designed alongside strategic partner, SEN Radio and key ambassadors to drive brand awareness ahead of peak summer sales period

National Awareness Drive: 500+ SEN Radio commercials across Sydney, Melbourne, and Brisbane supported by integrated café chat and interview content

High-Impact Outdoor Campaign: Large format billboards and rail placements positioned near major sporting events including the upcoming Ashes series

Retail Visibility: ~500 out-of-home panels strategically located near Woolworths stores to reinforce purchase intent near key major retail stockist

Brand Positioning: Builds awareness and affinity using Steve Smith’s profile and messaging focused on “Aussie Made” and OMG’s key health benefits

Strategic Goals for 2025: Drive brand awareness, create differentiation, and support sales to make OMG Australia’s oat milk of choice

BLUE DINOSAUR – BRAND REPOSITIONING

New packaging to enhance brand recognition with key customer demographic and attract new buyers

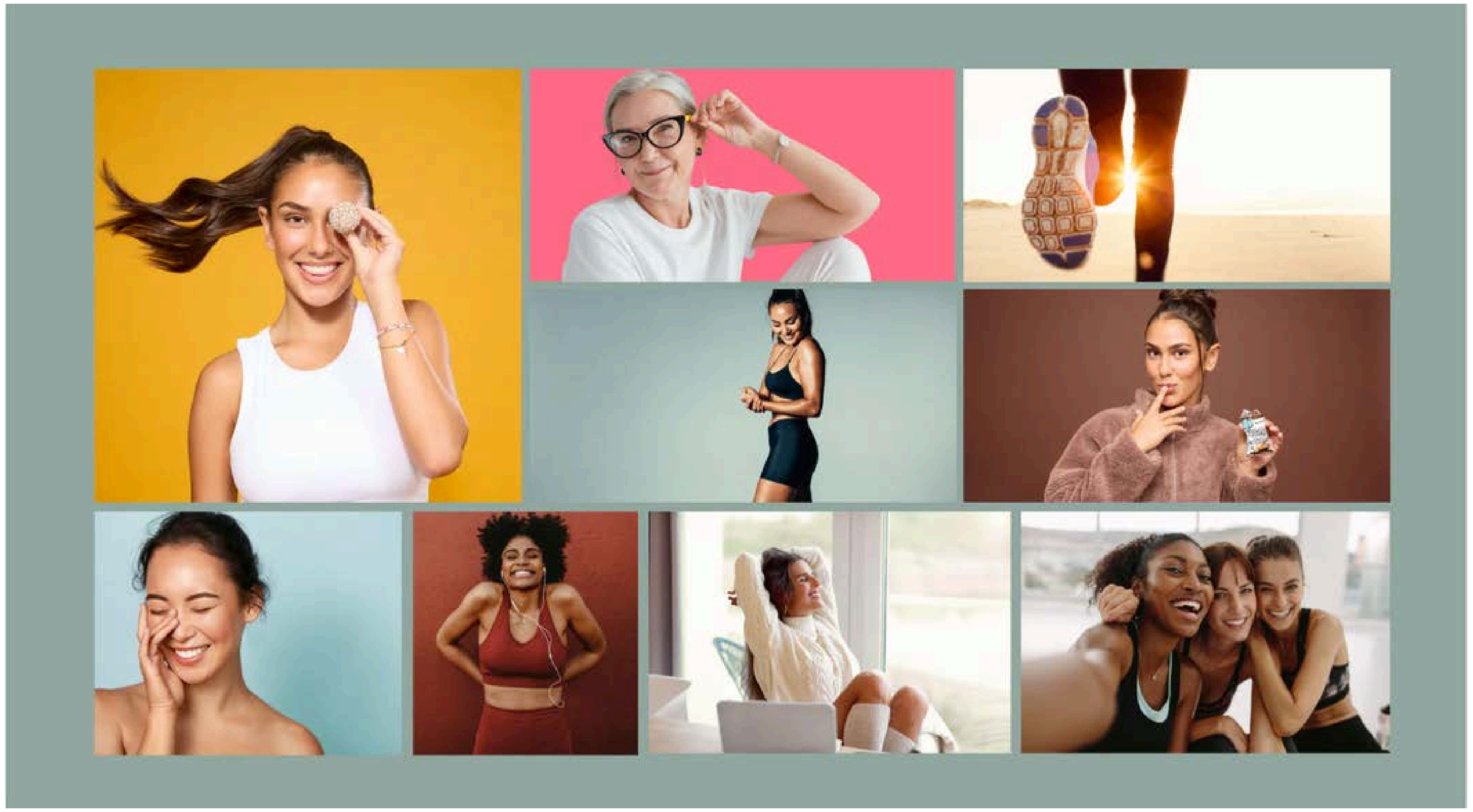
More modern and premium visual identity will help Blue Dinosaur stand out, supporting the brand's shift from a niche snack toward a mainstream health-food offering

New designs reflect evolving consumer preferences for stylish, minimalist packaging in the 'better-for-you' category, reinforcing core positioning around clean ingredients and high-protein credentials

Enhancing shelf impact is critical given recent retail expansion, stronger packaging to amplify conversion in supermarket, convenience and natural-food channels

The rebrand can drive cost efficiencies - standardising packaging formats and reducing waste —contributing to margin optimisation

A coherent, elevated brand presentation will better support OMG's growth ambition in export markets, offering a visual platform designed for global retail-ready appeal



NEW PRODUCT DEVELOPMENT

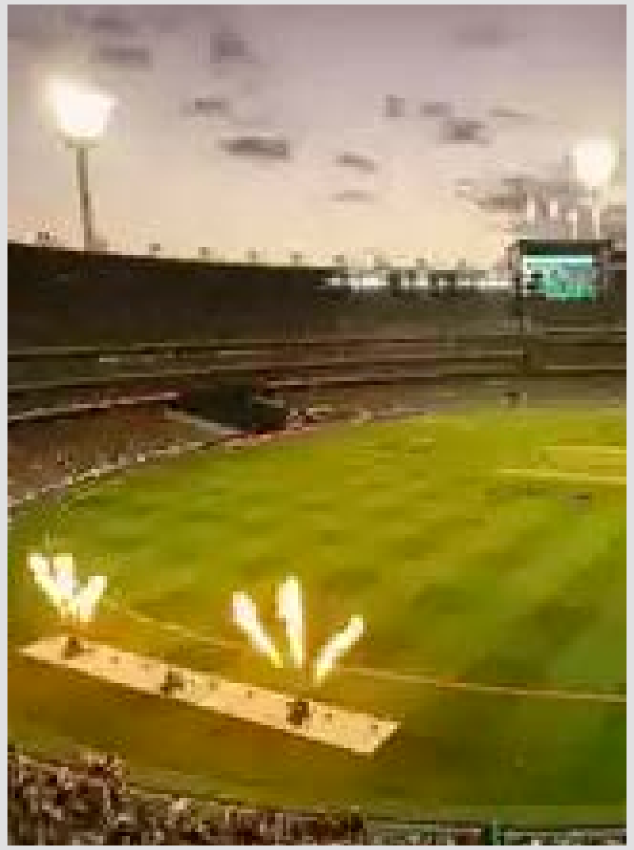
A range of new formats and flavours to drive growth across our target audiences

NEAR TERM VALUE CATALYSTS

Why OMG Group is positioned for rapid growth into Q4 CY2026 and beyond

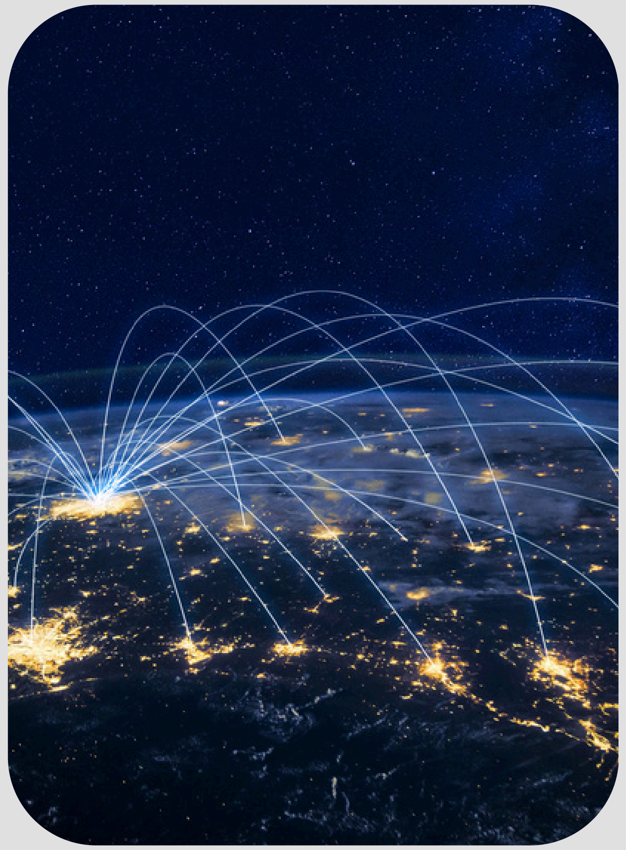
PRODUCT

- Investment in new SKUs to optimize product mix
- Repositioning of Blue Dinosaur products to align the brand with key target markets
- Improved inventory management to ensure stock is available to meet demand



MARKETING

- Coordinated marketing campaign for the 2025/26 Australian summer sports season
- Leverage high-profile brand ambassadors to drive awareness of OMG products



DISTRIBUTION

- Recent product ranging wins with major Australian retailers
- Expanded sales footprint to support further near-term uplift in group revenues

ECOMMERCE

- Strong CY25 Sales momentum to continue in CY26
- High-margin sales support group revenue profile

TARGETED M&A

- Management continue to assess opportunities to expand brand portfolio through targeted M&A

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Appendix 1: CURRENT BLUE DINOSAUR RANGE

PROTEIN BALLS

SNACK BARS & BITES

PROTEIN BARS

PROTEIN POWDER

Appendix 2: Current OMG RANGE

Barista Blend 1L:

Australia's only barista oat milk with no seed oils

PrOATein 350Ml:

Australia's first functional oat milk with 20g of protein per serve, low sugar, no seed oils and dairy free

Chocolate and coffee launched with more flavours to launch