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

4 August 2026

Record monthly net sales of ~$738,000, up ~120% on PCP

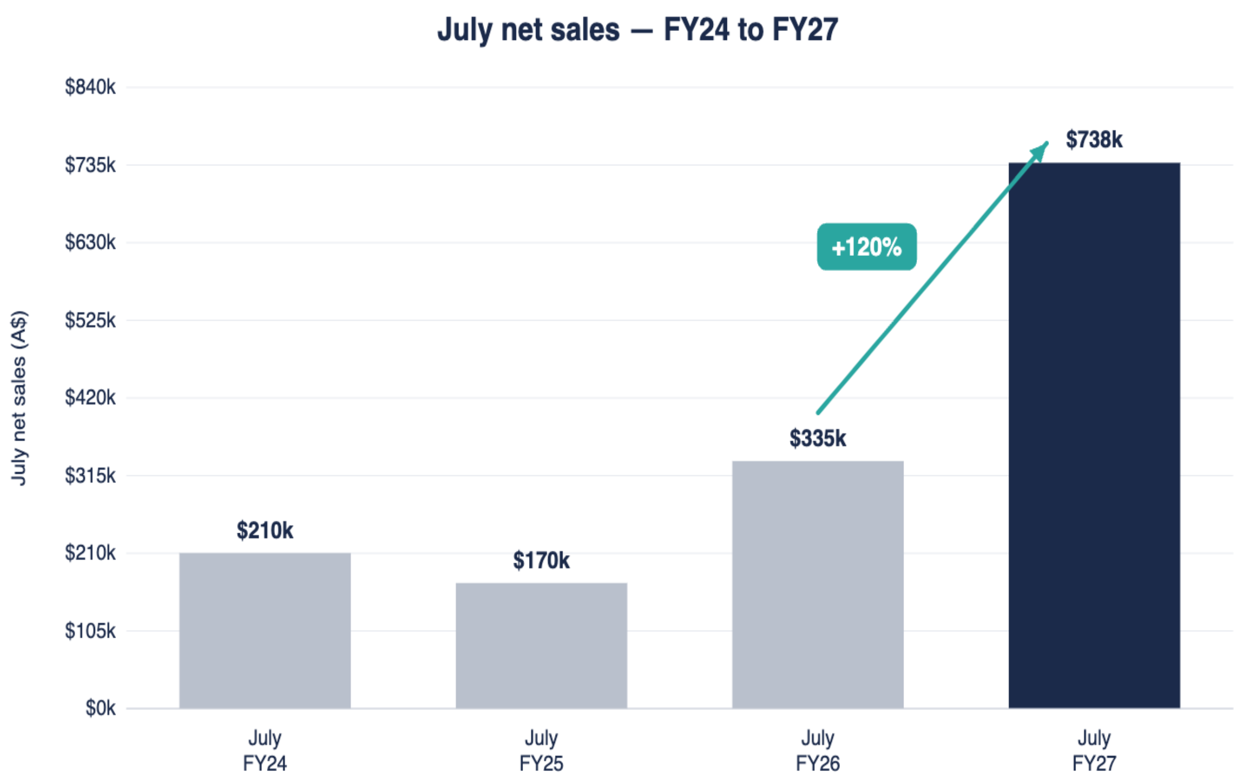
Highlights

- **Strongest July on record with ~$738k net sales, up ~120% on PCP (July FY26: ~$335k)**
- **Net sales grew ~46% from June to July, against the usual seasonal trend of a softer July**
- **Growth supported by continued momentum across core Australian business, led by ecommerce**
- **Record result represents a strong start to FY27, with sales momentum continuing beyond the June quarter**
- **Blue Dinosaur brand refresh completed, including new packaging, an expanded protein and fibre bar range and a new ecommerce website**

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to provide the following trading update which highlights exceptionally strong net sales achieved in July, as well as the completion of a brand refresh which is expected to underpin ongoing sales momentum with key customer groups.

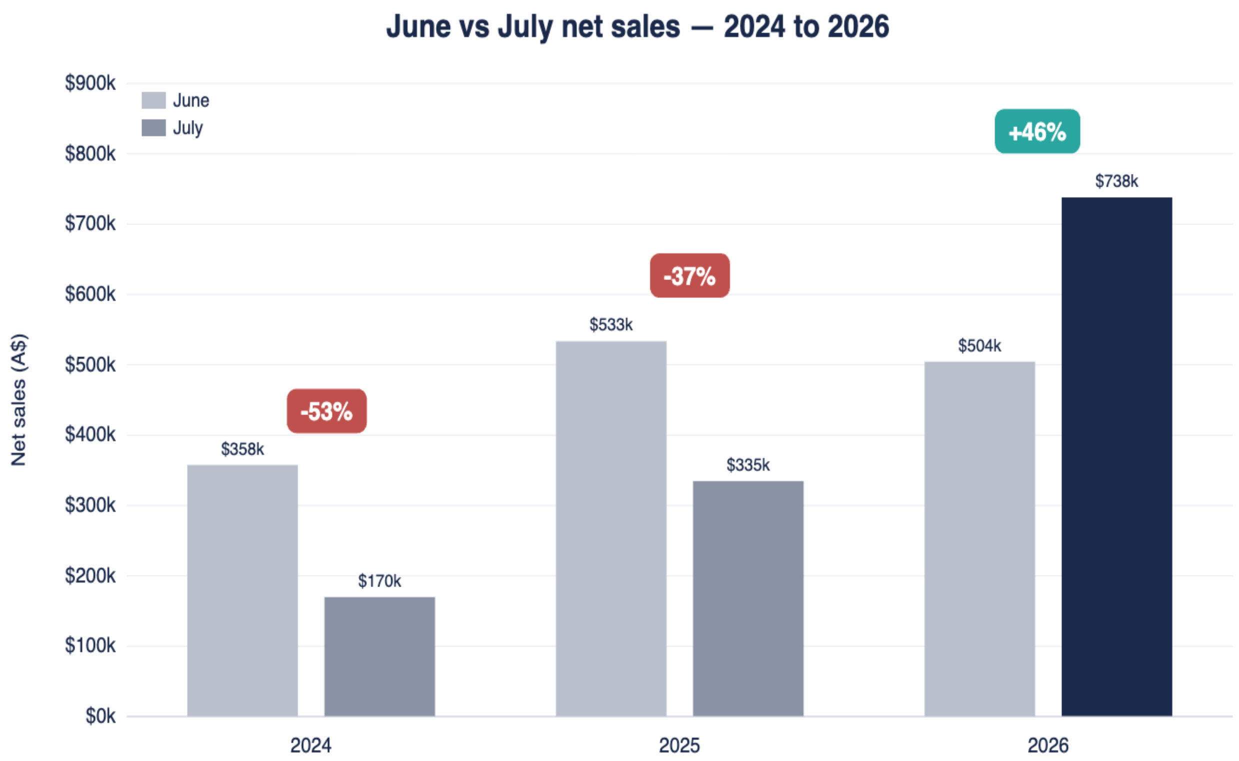
Record July trading:

July FY27 net sales totalled ~$738k, the strongest July result in the Company's history and up ~120% on the prior corresponding period (July FY26: ~$335k). The result was driven by continued momentum across the Company's core Australian brands, with the ecommerce channel again a leading contributor to growth.



Growth reverses historical seasonal trend:

July also grew on June, up ~46% month-on-month, reversing the Company's historical seasonal pattern and the broader FMCG and retail norm, where July typically softens relative to June as retailers manage stock levels into the financial year-end. In both prior two years, OMG's July net sales fell on June (down ~53% and ~37% respectively). July FY27 reversing that pattern reflects the strength of underlying demand across the business.



Blue Dinosaur brand refresh:

During the period, OMG Group completed a full brand refresh of Blue Dinosaur, one of the Company's core FMCG brands. The refresh includes new-look packaging across the range, an expanded line of protein + fibre bars, and a new website to support both direct-to-consumer sales and brand engagement. The refresh is designed to strengthen shelf presence, support the brand's continued retail expansion and drive the ecommerce growth that remains a key contributor to the Company's performance.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"July was our strongest on record, up around 120% on the same month last year. What makes it stand out is that July usually slows for us and for the sector, as retailers run stock down into the June year-end. This year we grew from June to July, which reflects strong underlying demand and momentum across the business.*

We've also completed a full refresh of Blue Dinosaur, including new packaging, an expanded range and a new website. The refresh provides a stronger platform to support the brand's continued development across both retail and direct-to-consumer channels."

-ENDS-

For further information, please contact:

Alex Aleksic
Chief Executive Officer
alex.aleksic@omg-group.com.au

Henry Jordan
Six Degrees Investor Relations
henry.jordan@sdir.com.au

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

Access the latest Company information and engage with management by asking questions about OMG Group's latest announcements and updates:

https://omg-group.com.au/auth/signup

This announcement has been approved for release by the Board of Directors of OMG Group Limited.