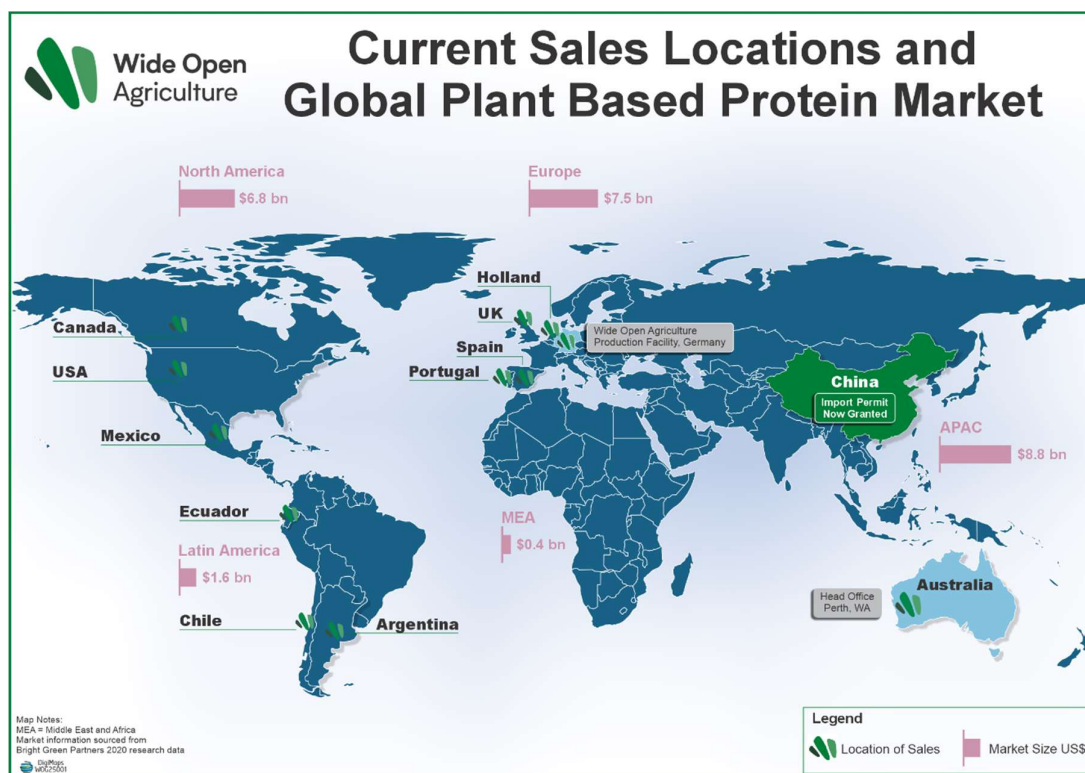


ASX Announcement
10 March 2025

WIDE OPEN AGRICULTURE SECURES NEW SALES IN EUROPE, LATIN AMERICA & AUSTRALIA

Highlights

- Strengthening sales momentum with initial commercial sales and purchase orders for over 5 metric tonnes of lupin protein isolate over five different continents from:
 - Purchase order from Tarwi, a leading lupin focused health food company;
 - Sale of lupin protein to Mexican ingredient distributor;
 - Purchase order received from Latin American ingredient distributor, with a focus on Argentina and Chile; and
 - Purchase order from an Australian food manufacturer
- Customer endorsement highlights superior functionality of WOA's lupin protein
- Recent sales and purchase orders providing momentum for negotiations with distributors and food & beverage brands located in China, Europe, North America, Republic of Korea and Australia



WOA Location of Current Sales and Global Market Size of Plant Protein in 2020 (source: Bright Green Partners 2020 research data)



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Wide Open Agriculture Limited (ASX: WOA, "Wide Open Agriculture" or the "Company") is pleased to provide a sales and product commercialisation update to shareholders.

Initial Commercial Sales

WOA has received initial sales and purchase orders of over 5 metric tonnes of lupin protein isolate (LP90 and Buntine Protein®) from a European customer, Latin America distributors and an Australian food manufacturer.

While the value of these initial commercial sales overall are not financially material to the Company, they represent a step up in the commercialisation of WOA's products. These sales provide proof of the global potential of WOA's lupin proteins which are starting to overcome one of the largest challenges for food companies - the long product development and commercialisation timeline of new ingredients.

These sales further validate the high-quality taste, functionality, health benefits and sustainability credentials of WOA's lupin protein isolates. These new sales represent an opportunity for global consumers to experience the exceptional performance, neutral flavour and nutritional benefits of WOA's lupin proteins.

"Backed by a secure and scalable homegrown lupin supply from Western Australia, we are targeting the premium end of the market while working to bring down production costs through scalable alternatives.

As a small company operating with a semi-commercial plant, our strategy has always been to showcase the global potential of our breakthrough lupin proteins, rather than produce volume non-commercially. And now, we've clearly demonstrated that potential!" said Yaxi Zhan, WOA's Chairperson.

Strong Customer Endorsement



WOA's European customer, Tarwi (www.tarwi.co), is an established brand in the healthy protein powder market. Tarwi's reformulated protein powder, featuring WOA's high-protein lupin isolate, will be launched to Tarwi's 30,000+ Instagram followers in the near term. Their product will be available online and in health focussed retail stores in Europe.

"We're thrilled to partner with Wide Open Agriculture, whose lupin proteins stood out for their exceptional taste, functionality, and quality in our global evaluation. We are confident that our reformulated product and refreshed brand will resonate strongly with our health-conscious consumers," said Cata Gorgulho, Tarwi's Managing Director.

Europe and Latin America both have established cultural histories of consuming lupins as part of a healthy diet. WOA's lupin protein isolates offer a convenient, functional ingredient that can be incorporated into a range of food and drinks including protein powders, plant-based dairy and baked goods. These sales will support the development of the market for our ingredient over five continents, being South America, North America, Europe, Australia and the Middle East.



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Momentum for current negotiations

While the Company has strategically focussed the sales efforts on regions with strong cultural ties to consuming lupins, these new sales will pave the pathway of expansion into new markets, such as China and the wider Asian region, while also starting to attract attention from other leading food and ingredient producers.

For the last 12 – 18 months, WOA has established a global database of sales leads. WOA continues to progress customer leads and will continue to update the market as sales materialise.

Next Steps

- Strengthening relationships with existing customers to secure repeat orders.
- Converting WOA's existing sales pipeline into long-term commercial success.
- Targeting new opportunities in China, Korea, the Southeast Asia region.

About Tarwi – www.tarwi.co

Tarwi is a health-forward food brand with a passion for nutritious and sustainable food products. Tarwi offers a diverse range of products including protein powders, dips and lupin seeds. They focus on healthy snacking and convenient food products that meet the expectations of health-conscious consumer. Their market focus includes the United Kingdom, Portugal, the United Arab Emirates and the Kingdom of Saudi Arabia.

The Board has authorised and approved this announcement per the Company's published continuous disclosure policy.

For investors, media or other enquiries, please contact:

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About Wide Open Agriculture Ltd

Wide Open Agriculture (WOA) is an ASX-listed ingredient company focusing on the next generation of plant protein ingredients for food and drink manufacturers globally. Using its unique Intellectual Property (IP), WOA manufactures a range of plant proteins and fibres that create better food and drink products for consumers. The Company's flagship product, Buntine Protein®, is a novel plant-based protein derived from lupins. Manufactured under a globally protected patent, Buntine Protein® is a versatile ingredient that creates products across multiple categories, including plant-based dairy, meats, baked goods, and health foods. Buntine Protein® is gaining a reputation as a clean-tasting, versatile, high-performing plant protein. WOA is listed on the Australian Securities Exchange (ASX: WOA).

www.wideopenagriculture.com.au

Forward Looking Statements

Statements contained in this release, particularly those regarding possible or assumed future performance, revenue, costs, dividends, production levels or rates, prices or potential growth of WOA are, or may be, forward looking statements. Such statements relate to future events and expectations and as such, involve known and unknown risks and uncertainties. Actual results and developments may



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differ materially from those expressed or implied by these forward looking statements depending on a variety of factors. The past performance of WOA is no guarantee of future performance.

None of WOA's directors, officers, employees, agents or contractors makes any representation or warranty (either express or implied) as to the accuracy or likelihood of fulfilment of any forward looking statement, or any events or results expressed or implied in any forward looking statement, except to the extent required by law. You are cautioned not to place undue reliance on any forward looking statement. Any forward looking statements in this announcement reflect views held only as at the date of this announcement.

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