

forbidden foods

ASX Announcement

Forbidden Foods Limited ASX: FFF

2 May 2025

Trading update: April sales increase by +200% on Prior Year Period to \$446,000

Key Highlights

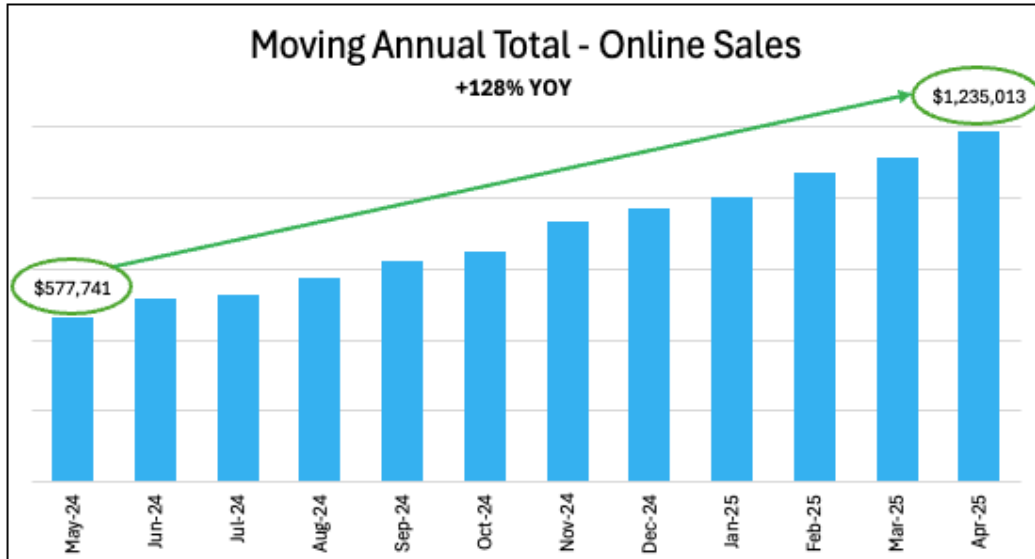
- Invoiced sales in April of \$445,961, a gain of 218% from the prior year comparative period (PCP)
- Further strong momentum in the Australian ecommerce market for Blue Dinosaur products with monthly invoiced online sales of \$123,165, a gain of 300% from PCP
- Consistent trend growth in ecommerce channels flowed through to invoiced online sales of \$1.235m on a Moving Annual Total (MAT) basis, up 128% from PCP
- April sales results leaves the Company well positioned to generate annual sales of +\$4m in the first 12 months of trading following the integration of Oat Milk Goodness (OMG) in September 2024
- Pending change of Company name to OMG Group Limited (proposed ASX code: OMG), subject to shareholder approval, to further strengthen the group's brand position as a leading multi-brand FMCG platform

Forbidden Foods Ltd (ASX: FFF) ("Forbidden Foods" or "the Company") is pleased to announce this trading update for invoiced sales in April.

Invoiced sales for the month totalled \$445,961, more than triple the monthly net sales total in April 2024 (+218%) and further consolidating the group's recent sales momentum, following a strong result in the March quarter where the Company reported a 171% increase in net sales on the prior comparative period to \$1.1m (refer ASX Announcement 1 April 2025).

Monthly invoiced sales in April were again complemented by strong growth in ecommerce sales for the Blue Dinosaur product category, with monthly invoiced online sales of \$123,165 - a gain of 300% from PCP. The Company's growing ecommerce footprint has flowed through to consistent gains in invoiced online sales on a Moving Annual Total (MAT) basis, with MAT sales of \$1.235m to 30 April 2025 reflecting a 128% increase on the 12 months ended 30 April 2024.

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Further underlining the group's recent momentum, the April sales total followed invoiced sales of +\$532,000 in March 2025 - the highest monthly sales total since the new management team implemented a business restructure in July 2023. With a strong start to the June quarter, the Company is again well positioned to comfortably exceed \$1m in quarterly net sales, marking the third straight quarter it will achieve that milestone since completing the acquisition of Oat Milk Goodness at the end of September 2024.

Management commentary:

Forbidden Foods' Chief Executive Officer, Alex Aleksic said: *"This April trading result further consolidates the momentum we've established as a combined group, with a multi-brand product mix and a growing sales profile across both ecommerce channels and physical store network. After a strong result in Q3 FY25, it's pleasing to report such a strong start to the June quarter which positions the Company to continue meeting our key performance benchmarks for invoiced sales growth. We look forward to providing more updates on our growing sales profile in the months ahead, with commercial discussions for additional product stocking arrangements advancing well alongside targeted marketing campaigns and the pending change of Company name to OMG Group, subject to shareholder approval, to further strengthen our brand position in the Better For You market segment."*

-ENDS-

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About Forbidden Foods Ltd

Forbidden Foods Ltd (ASX: FFF) 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 brand in the portfolio is Blue Dinosaur® which is sold in Australia & USA.

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