

ASX Announcement

OMG GROUP Limited (ASX: OMG)

21 November 2025

First purchase order secured for premium Japanese matcha

Highlights

- Maiden \$16,000 purchase order for premium SANDAI matcha in the Australian market
- First order follows a five-year supply and distribution agreement for 350,000kg of premium ceremonial-grade matcha from SANDAI, a premium Japanese producer
- Customer placed the order after being part of the sampling audience in product trials for SANDAI matcha hosted by OMG Group
- End customer has requested product be air-freighted (at their cost) for use in their own ready-to-drink product, highlighting a growing demand trend in an emerging category
- Establishes new high-margin revenue channel with early wholesale demand alongside the planned integration of SANDAI matcha into new product launches across the OMG brand portfolio
- First container shipment from SANDAI to ship in January CY26 to underpin future potential orders and aggressive sale to key customers – outreach with major retailers and other groups underway
- Underpins strong FY26 sales outlook - matcha revenues to complement anticipated sales uplift for OMG and Blue Dinosaur products through expanded ranging with major retailers and ecommerce promotions

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) OMG Group is pleased to confirm that it has secured the first purchase order in the Australian market for premium Japanese matcha as part of its exclusive supply & distribution agreement with SANDAI Group, a leading Japan-based matcha manufacturer (*refer ASX Announcement 19 November 2025*).

The \$16,000 purchase order was placed following product trials conducted by OMG Group. The counterparty was part of the sampling audience and placed the order after OMG Group was confirmed as the exclusive Australian distributor of premium SANDAI matcha.

The maiden purchase order was made without any additional marketing or advertising by OMG Group. Due to urgency, the customer requested the matcha product to be air-freighted (at their cost), for use as part of their own bespoke RTD (ready-to-drink) beverage.

The maiden purchase order establishes a new high-margin revenue channel for OMG Group as an exclusive wholesale distributor of raw SANDAI matcha in the Australian market, alongside the planned integration of SANDAI matcha into new product launches across the OMG brand portfolio.

In accordance with the terms of the supply agreement, the initial container of SANDAI matcha is scheduled to depart Japan in January 2026, with the Company fielding additional inbound queries from prospective wholesale customers.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *“We are pleased to confirm this first purchase order, which was placed without any broader marketing or advertising from the Company and highlights the significant potential demand for premium Japanese matcha in the Australian market. As the exclusive supply partner for SANDAI, we look forward to further expanding our wholesale distribution channels while also incorporating ceremonial-grade matcha into the OMG Group brand portfolio so our customers can enjoy the health benefits premium matcha-*

infused products. Our strategic partnership with SANDAI provides OMG Group with a new high-margin revenue channel to complement to established momentum of our existing brands, and sets the stage for another exciting year of growth in 2026.”

About SANDAI Group:

SANDAI was founded in 1982 by Yukio Yoshino, the current Chairman, initially starting with the sale of aquaculture feed. Since then, we have continued to evolve, conducting independent research and incorporating domestic and international findings into its premium manufacturing techniques. In 2014, SANDAI expanded into the food ingredient supply industry with the launch of its premium matcha business.

In Sonogi, Nagasaki, surrounded by tea farmers who take pride in their cultivation practices, abundant sunlight, rainfall, and rich soil, SANDAI established contract cultivation with premium tea growers across the region. It processes the leaves into matcha powder at subcontracted factories and remains dedicated to the highest quality standards with trained experts involved in each stage of production, from tea farms final processing.

SANDAI aims to carry forward the spirit and philosophy of tea cultivation, not only within Japan but also globally through strategic partnerships, sharing the Japanese tea culture of “道/Dō (the Way)”, “雅/Miyabi (Elegance)”, and the health benefits of matcha

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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.