

ASX Announcement

OMG GROUP Limited (ASX: OMG)

4 December 2025

Record November sales underpin 68% Year-to-Date revenue growth

Key highlights

- Total invoiced sales in November 2025 of \$720,000 – a gain of 40% year-on-year and 20% higher than the previously monthly record achieved in June this year
- Monthly sales supported by another strong ecommerce result, with disciplined execution during the Black Friday sales period driving online sales of Blue Dinosaur products above \$318,000 – the second-highest ecommerce total on record and up 56% year-on-year
- November ecommerce result saw total online sales rise above \$2m for the first time on a Moving Annual Total (MAT) basis
- Equally strong momentum through physical store networks, with sales in November underpinned by significant order growth from Woolworths store networks
- Invoiced sales FY26 year-to-date (July to November 2025) of \$2.65m, an increase of 68% on the prior year comparative period
- Negotiations well advanced for additional product stocking arrangements with distribution partners in the petrol & convenience store channels, amid broadening distribution footprint for OMG products with major Australian retailers
- H2 FY26 expected to be further supported by sales from exclusive distribution partnership with premium Japanese matcha manufacturer SANDAI Group
- Record November sales result leaves OMG Group well positioned to capitalise on high-demand December-January period, supported by multi-channel Summer of Cricket marketing campaign and flexible inventory management to respond quickly to increased demand

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) is pleased to provide this November trading update, highlighted by record monthly sales and the ongoing consolidation of its expanded sales profile across physical store networks and ecommerce channels.

Record sales growth

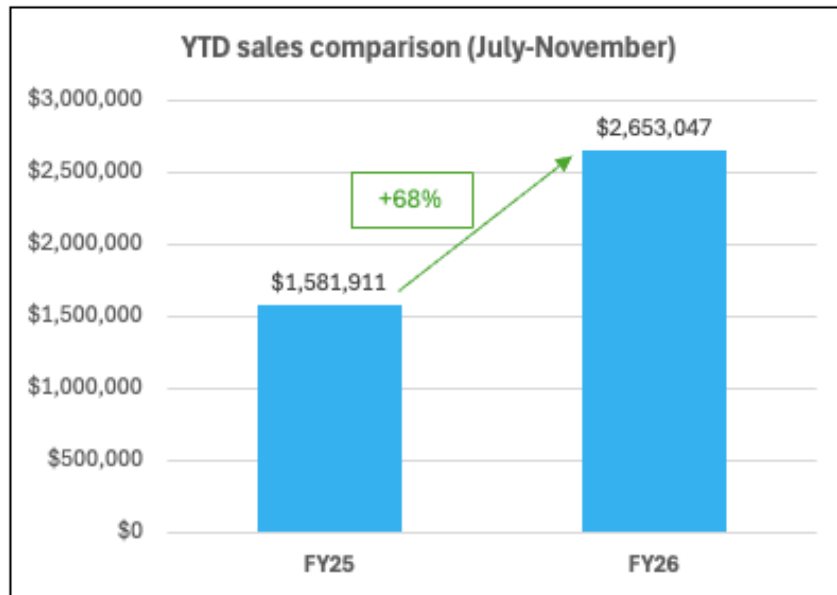
Total invoiced sales in November amounted to \$720,000, marking the highest monthly sales figure since new management took over the business in June 2023. November 2025 sales were 40% higher than November 2024, and up 20% from the previous record monthly sales result achieved in June 2025 (*refer ASX Announcement 1 July*

The record monthly sales result was driven by strong growth in both physical store distribution networks and ecommerce channels, with strong performance across the group’s multi-brand product portfolio.

Including November, total invoiced sales for FY26 year-to-date (July to November 2025) amounted to \$2.65m, marking an increase of 68% on the prior year comparative period and already significantly exceeding the group’s previously stated target to generate annual sales of at least \$4m (+1m of invoiced sales per quarter).

OMG Group’s near-term trading momentum expected to be further supported by the by the group’s targeted Summer of Cricket marketing campaign with high-profile brand ambassadors, providing the Company with a unique opportunity to capitalise on its market position heading into the high-demand summer months.

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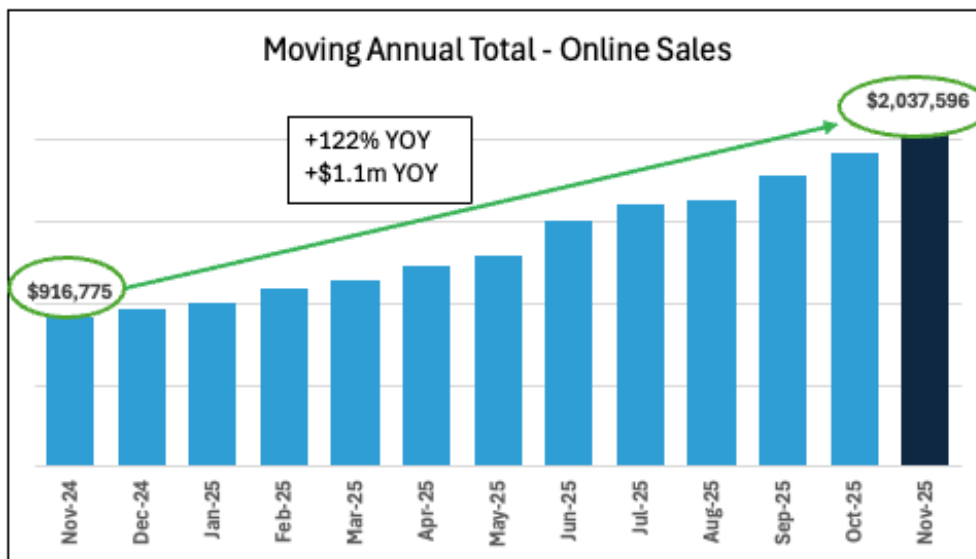


Online sales

Monthly online sales in November amounted to \$318,000 –the second-highest ecommerce total since new management took over the business, and up 56% on the prior year period.

The increase reflected strong execution by the Company to maximise sales during the Black Friday sales period, leveraging the IP it has built to deliver in-market growth strategies for Blue Dinosaur products through key online channels.

November ecommerce result saw total online sales rise above \$2m for the first time on a Moving Annual Total (MAT) basis, providing the Company with a significant high-margin growth channel to complement its ongoing momentum with physical store networks and major retail & grocery partners.



Physical store sales

The record monthly sales result in November was also well supported by strong growth across the group's multi-channel distribution footprint via physical store networks, where it has product ranging agreements with several large Australian grocery chains and convenience store networks.

Sales in November underpinned by significant order growth from Woolworths stores, with early indications of sales momentum generated through OMG Group's Summer of Cricket marketing campaign.

With a strong base now established for further growth through bricks & mortar channels, negotiations are now well advanced for additional product stocking arrangements with a large petrol & convenience store network in the Australian market.

OMG Group is also engaged with additional wholesale selling opportunities via its status as the exclusive distributor of premium Japanese matcha manufactured by SANDAI Group, following recent confirmation of its first purchase order (*refer ASX Announcement 21 November 2025*).

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"We're pleased to announce what is another strong trading result, as OMG Group continues to execute on its strategy to accelerate sales growth for our leading range of health products through a diversified sales and distribution footprint. To confirm another record monthly sales result - following on from the previous record high in June this year - ahead of what's shaping up as a high-demand summer period is a testament to the strength of our multi-channel brand portfolio. Alongside our growing momentum with major Australian retail partners, we now have an ecommerce business which is now driving over \$2m of annual turnover and remains on a consistent growth trajectory. We look forward to providing more sales and operational updates in the near-term, as OMG Group continues to build its presence as a leading Australian FMCG provider in the better-for-you market segment."*

-ENDS-

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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.