

ASX Announcement

OMG GROUP Limited (ASX: OMG)

9 December 2025

## New ranging agreement for Blue Dinosaur products in 300 Metro Petroleum stores

### Key highlights

- New product ranging agreement with Metro Petroleum for three different flavour profiles of Blue Dinosaur Protein Bars
- Blue Dinosaur products to be sold in 300 Metro Petroleum stores nationwide, with a primary distribution footprint in the NSW market
- Marks another significant milestone in OMG Group's strategy to build a diversified distribution footprint through the petrol & convenience channel, following recent agreements with Quikstop and 7-Eleven
- Complements recent product range expansions for OMG stock-keeping units (SKUs) with Woolworths supermarkets, underlining the broader momentum of retail distribution footprint across the Company's multi-brand portfolio
- Positions OMG Group with another distribution channel for the high-demand December-January period, building off its successful Summer of Cricket marketing campaign

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to advise it has secured a distribution agreement for Blue Dinosaur products with the Metro Petroleum network, one of Australia's largest independent service station franchises.

Starting from mid-December 2025, three different flavour profiles of Blue Dinosaur protein bars will be stocked at 300 Metro Petroleum locations, predominantly in NSW.

The agreement marks another milestone in OMG Group's strategy to build a diversified distribution network to drive sales for its multi-brand portfolio, underlining continued momentum in the petrol & convenience store channel to complement its growing footprint with major grocery retailers.

It follows similar product ranging agreements in the petrol & convenience segment, including a recent agreement facilitating the distribution of Blue Dinosaur in 750 7-Eleven stores Australia wide (*refer ASX Announcement 14 August 2025*), alongside onboardings with the Atherton Group's QuikStop and Canteen One retail outlets.

Highlighting the continued momentum for OMG Group's in-store distribution strategy across key brand segments, the Metro Petroleum agreement also follows product range expansions for Oat Milk Goodness (OMG) PrOATein ready-to-drink (RTD) products across an additional 943 Woolworths Supermarkets nationally (*refer ASX Announcement 15 September 2025*).

The Company also recently received the first purchase order in its capacity as the exclusive distributor of premium Japanese matcha manufactured by the SANDAI Group in the Australian market (*refer ASX Announcement 21 November 2025*).

The acceleration of OMG Group's strategic distribution footprint across major domestic physical store networks provides the Company with an expanded sales profile at an important juncture, with record monthly sales in November (*refer ASX Announcement 4 December 2025*) and early momentum observed from the Company's targeted Summer of Cricket marketing campaign.

## Management commentary:

**OMG Group Chief Executive Officer, Alex Aleksic said:** *“This agreement represents another important milestone in connection with our stated strategy to continually expand OMG Group’s distribution footprint through bricks & mortar channels with the right partners. Metro Petroleum is a highly successful franchise and represents a best-in-class distribution partner for the Blue Dinosaur product range. This deal follows an extensive collaboration with the Metro Petroleum team, led by Group Buying Manager Andrew Sylvester, and we look forward to working with Andrew and his team to develop a highly successful partnership over the coming years. Our latest distribution agreement follows on from record monthly sales result in November, highlighting the group’s ongoing momentum heading into the high-demand Australian summer period.”*



OMG Group CEO Alex Aleksic with Andrew Sylvester, Group Buying Manager at Metro Petroleum

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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.

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