

ASX Announcement

OMG GROUP Limited (ASX: OMG)

18 December 2025

## Half-year sales surpass \$3m ahead of key summer sales period

### Key highlights

- Group sales for H1 FY2026 surpassed \$3m as at week beginning 15 December, highlighting continued growth for multi-brand portfolio across ecommerce and physical store distribution networks
- Sales result already marks highest half-year revenue total since new management took over the business, more than two weeks prior to period-end
- Sales momentum through to December 31 to be further supported by OMG Group's targeted Summer of Cricket marketing campaign, along with high-demand Boxing Day Sales promotions
- Half-year sales to-date underpinned by multiple product ranging agreements with major Australian retailers, alongside consistent growth in the online channel which is now contributing +\$2m sales on a Moving Annual Total (MAT) basis

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to advise that half-year group sales for the period ended 31 December 2025 have surpassed \$3m, with additional sales in the period to be underpinned by strategic marketing initiatives and flow-on sales from recent product ranging agreements.

The +\$3m in sales already marks the highest group revenue total for a half-year period since new management took over the business in June 2023, underlining the continued momentum of OMG Group's multi-brand strategy across both ecommerce and physical store networks.

The Company is expected to further benefit from multiple sales catalysts for the remainder of the H1 trading period, with two Ashes Series test cricket matches prior to year-end which are directly aligned with OMG Group's Summer of Cricket marketing campaign led by high-profile brand ambassadors.

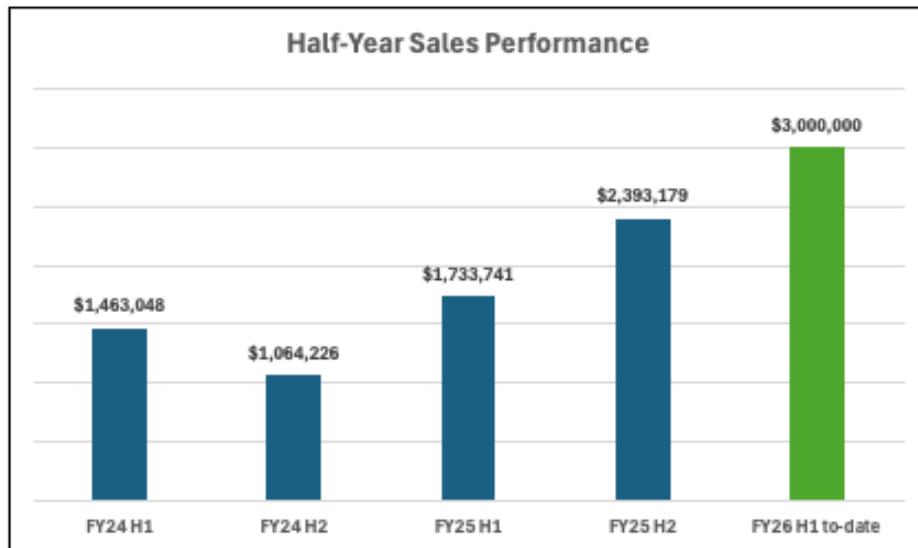


Chart 1: +\$3m sales total in H1 FY26 to-date, with an additional +2 weeks until period-end

The half-year sales result underlines the broad momentum OMG Group is now achieving across the business, following record-high monthly sales in November, which was underpinned by strong growth in both ecommerce (second highest monthly online sales result) and flow-on sales from recent product ranging agreements across physical store networks.

Further sales are also expected prior to period-end via the November restocking of inventory as part of ongoing product ranging agreements with Woolworths (refer ASX Announcements 21 August 2025 and 15 September 2025) and 7-11 convenience stores (refer ASX Announcement 14 August 2025).

H1 FY26 ecommerce sales will also be supported by the Boxing Day sales promotion on December 26, following strong execution during the November Black Friday sales period where the OMG Group management team leveraged its existing IP in online marketing and distribution to drive additional sales growth.

#### Management commentary:

**OMG Group Chief Executive Officer, Alex Aleksic said:** *"This is another pleasing sales milestone for the group, which confirms the broad momentum we're achieving across key brand channels with a diversified distribution strategy that's going from strength to strength. To hit the \$3m half-year sales milestone in mid-December sets us up for an exciting period into year-end, with clear momentum already observed from our Summer of Cricket marketing campaign and a further two Ashes series test cricket matches coming up, along with the Boxing Day sales promotion and flow-on sales from recent inventory restocking at two of our largest retail distribution partners in Woolworths and 7-11. As OMG Group's long-term sales profile continues to expand, we look forward to another exciting year in 2026 as we deliver on our strategy to build one of Australia's leading multi-brand FMCG companies in the lucrative 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.

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