



ASX Announcement

Easter Orders Increase 71% YoY and New Ranging Secured with Costco Australia

Pure Foods Tasmania Limited (ASX: PFT)

26th February 2026

Key Highlights

- Initial order from **one major** customer indicative of strong Easter sales:
 - this order for Tasmanian Pâté range up **71% year on year**; and
 - approximately **\$150,000 increase in revenue** for the Easter period relative to prior corresponding period.
- **New ranging secured with Costco Australia**
- Initial Costco ranging includes **300g Pâté SKU** and **1kg Daly Potato bags**
- Products scheduled to be on shelf from **16 March 2026**
- Initial **eight week program** with Costco expected to generate approximately **\$150,000 in revenue**
- **Combined growth in revenue of approximately \$300,000** across Easter uplift and Costco program
- Potential to expand range and extend shelf presence subject to performance

Pure Foods Tasmania Limited (ASX: PFT) (**Company**) is pleased to announce strong trading momentum across its retail portfolio, with a significant uplift in Easter orders and new ranging secured with Costco Australia.

Easter Trading Update

Orders received for the upcoming Easter trading period for the Company's Tasmanian Pâté range are 71% higher year on year compared to the same period last year.

The uplift represents approximately \$150,000 in additional revenue relative to the prior corresponding period achieved through one major customer.

The Easter period is a significant seasonal trading window for the Company, and the increased order volume provides further evidence that recent operational and commercial initiatives are gaining traction. The Company also expects additional uplift from other retail partners as seasonal orders continue to be finalised, although these have not yet been included in the figures outlined above.

Costco Australia Ranging

The Company has secured new product ranging with Costco Australia.

The initial ranging includes:

- A 300g Pâté SKU
- 1kg bags from the Daly Potato range

Products are scheduled to be on shelf from 16 March 2026, with initial orders supplied over an eight week period. Revenue from the initial program is expected to be approximately \$150,000.

Subject to performance, and in line with normal Costco trading terms, there is potential to expand the range and extend the products' presence on shelf for a further period.

Strategic Progress

The combined Easter uplift and Costco program are expected to deliver a minimum of a \$300,000 revenue increase.

These outcomes reflect the Company's deliberate strategy to move beyond stabilisation and into disciplined revenue expansion. Securing ranging with Costco Australia is particularly important as it increases the Company's national retail footprint, expands its active customer base, and introduces PFT products to a broader and differentiated consumer demographic.

Costco's membership model provides access to high volume, value driven consumers who may not traditionally purchase premium Tasmanian specialty products through independent or mainstream supermarket channels. This enables the Company to broaden brand exposure, diversify revenue streams, and test product formats in a scalable national environment.

The Board views these developments as validation that the Company's renewed focus on sales execution, customer re-engagement and portfolio expansion is delivering tangible outcomes.

The Company remains focused on improving factory utilisation, strengthening customer relationships, growing its customer count, and delivering sustainable revenue growth.

Pure Foods Tasmania looks forward to continuing to update shareholders as further progress is made.

Corporate

Malcolm McAully
Executive Chair
0362294546

About Pure Foods Tasmania (PFT)

Pure Foods Tasmania Pty Ltd was formed in 2015 with the aim to enhance and promote Tasmania's premium food and beverage businesses. PFT's strategy is to develop new premium products within our existing brands and in the plant-based food market, to acquire complementary brands and businesses and to increase our market penetration and distribution for our suite of brands and products globally. PFT's suite of brands and businesses include Woodbridge Smokehouse, Tasmanian Pate, Daly Potato Co and the PFT Ice Cream Division.

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