

ASX Announcement

OMG GROUP Limited (ASX: OMG)

3 March 2026

Oat Milk Goodness to launch new products and secures national ranging in Woolworths

Highlights

- Letter of Acceptance from Woolworths received confirming national ranging extension of three new flavours in Oat Milk Goodness ProOATein RTD range across 943 stores
- Three new high-protein flavours including Matcha & Strawberry, Banana & Peanut Butter and Salted Caramel, to rollout nationally next quarter
- Oat Milk Goodness high-protein range now totals five products to support ongoing consumer demand
- New flavours form part of a broader national multi-channel strategy and are not exclusive to Woolworths
- Extension follows strong Summer of Cricket campaign, which materially increased brand awareness and underpinned sales growth
- Builds on prior Woolworths expansion and significant uplift in ProOATein product distribution
- Positions OMG to capture incremental winter trading sales and further consolidate FY26 revenue growth

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) OMG Group is pleased to advise it has secured a Letter of Acceptance from Woolworths Supermarkets confirming an extension to its Oat Milk Goodness ProOATein ready-to-drink (RTD) range. The three new products will take the total OMG ProOATein range to five, all of which will be stocked nationally across Woolworth’s 943 stores from next quarter.

Under the agreement, three new high-protein flavours including Matcha & Strawberry ProOATein, Banana & Peanut Butter ProOATein and Salted Caramel ProOATein, will be introduced nationally, with on-shelf rollout scheduled for late May to early June 2026. Notably, the Matcha & Strawberry SKU is the first product to utilise premium-grade matcha secured under OMG’s recently executed Japanese supply agreement, marking an important step in enhancing product differentiation and ingredient authenticity within the range.

The flavours form part of the Company’s broader national product strategy and are not exclusive to Woolworths, with distribution also planned across other grocery, petrol and convenience channels in line with OMG’s multi-channel sales strategy.

The extended ranging builds on the Company’s previously announced expansion within Woolworths, including the material uplift in the initial two ProOATein RTD rangings across 943 Woolworths locations (refer ASX announcement: 15 September 2025). The continued expansion reflects Woolworths’ confidence in the Oat Milk Goodness brand and the performance of the Company’s high-protein functional beverage portfolio.

The ranging extension follows the successful execution of the Company’s Summer of Cricket marketing campaign, which materially increased brand awareness, retail engagement and consumer pull-through during the peak summer trading period. Management believes the campaign acted as a key catalyst in strengthening retail engagement and supporting the decision to broaden the RTD range nationally.

The addition of three new flavours expands the Company’s footprint within the fast-growing high-protein and plant-based beverage segment, aligning with evolving consumer demand for convenient, functional nutrition solutions. The national rollout is expected to enhance shelf presence, support incremental sales growth and further consolidate OMG’s position within the ‘Better for You’ FMCG category during FY26.



Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: “Receiving another national ranging extension from Woolworths is strong validation of the Oat Milk Goodness brand and our ability to execute at scale. It follows a very successful Summer of Cricket campaign, which utilised our existing brand ambassadors and significantly increased consumer awareness and engagement, and we believe this momentum has supported recent sales growth, as well as expanded ranging discussions.

Importantly, these new flavours are part of our broader national growth strategy and will be available across multiple channels, not solely Woolworths. With rollout scheduled for the coming months, we are well positioned to capture sales growth through the winter trading period and continue building distribution and brand penetration across FY26.”

-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.