

4 June 2026

First Southeast Asia distribution agreement secured

Highlights

- Strategic distribution agreement with Asean International Pty Ltd to import and distribute Oat Milk Goodness and Blue Dinosaur products into Vietnam
- Asean International to manage importation, regulatory compliance and distribution through its registered import entity, DP Medic Co., Ltd.
- Network spans major supermarket, convenience, hospitality and food service channels across Vietnam, including Bach Hoa Xanh (2,500+ stores) and Sun Group hotels and resorts
- Southeast Asian plant-based dairy market valued at ~US\$1.5bn, growing at ~7.5% per annum
- Agreement establishes OMG Group's first commercial presence in Southeast Asia and provides a platform to pursue further regional distribution opportunities

OMG Group Ltd (ASX: OMG) ("OMG", "OMG Group" or "the Company") is pleased to announce it has entered into a strategic distribution agreement with Asean International Pty Ltd ("Asean International"), for the importation and distribution of Oat Milk Goodness and Blue Dinosaur products into Vietnam.

Strategic distribution agreement with Asean International

Asean International is an Australian-based, full-service import and distribution business with over a decade of experience in FMCG import and export, specialising in the Southeast Asian market, primarily Vietnam. Led by Rohan Samaranayake, the business manages the end-to-end process of bringing foreign consumer goods brands into Vietnam, including product registration, DFAT legalisation, regulatory compliance, importation and in-market distribution through its registered Vietnamese import entity, DP Medic Co., Ltd. Under the agreement, Asean International will manage importation, regulatory compliance and in-market distribution of Oat Milk Goodness and Blue Dinosaur products across Vietnam.

Asean International operates across a broad set of channels in Vietnam, spanning major supermarket chains Winmart, Bach Hoa Xanh (2,500+ stores nationally), Aeon Mall, Lotte Mart and Co.op Mart, convenience networks 7-Eleven, Circle K and GS25, the Katinat specialty coffee chain (80+ stores), Sun Group hotels and resorts, and the Marie Curie K-12 education system. This network gives OMG Group access to high-volume retail, on-premise coffee and food service, premium hospitality and institutional channels from the outset.

Southeast Asia market opportunity

Southeast Asia represents a structurally growing opportunity for plant-based food and beverage brands. The Southeast Asian plant-based dairy market is valued at ~US\$1.5bn and is projected to grow at a compound annual rate of ~7.5%. Within this, Vietnam's milk alternatives segment is expanding at ~10% CAGR, supported by high rates of lactose intolerance among the adult population, a growing urban middle class and increasing consumer demand for premium imported health and wellness products.

The Company views Vietnam as an initial market within a broader regional strategy and intends to pursue additional distribution partnerships across Southeast Asia as commercial activity develops.

OMG Group Chief Executive Officer, Alex Aleksic said: "Entering Southeast Asia is a meaningful step for OMG Group and reflects the growing international appeal of our brands. Asean International brings established relationships across retail, convenience, hospitality and food service, which are the channels we want to build through as we take Oat Milk Goodness and Blue Dinosaur into new international markets."

Vietnam is an attractive first market for OMG in the region, with strong demand for premium imported health and wellness products and a growing milk alternatives category. We see this as a first step in building a broader Southeast Asian distribution platform, and an important part of our long-term strategy to build OMG into a genuinely international FMCG business.”

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This announcement has been approved for release by the Board of Directors of OMG Group Limited.

-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.

Source: Statista