MERINO&Cº

ASX ANNOUNCEMENT

11 May 2026

MERINO & CO. SECURES A$1.1 MILLION CHINA PURCHASE ORDER

KEY HIGHLIGHTS

- **Purchase order value: AUD $1.1 million**
- **Initial execution under announced Exclusive China Distribution Agreement on 4th May 2026**

Merino & Co. Limited (ASX: MNC) is pleased to advise that it has secured a purchase order valued at AUD $1.1 million from its China distribution partner.

The order covers product range across wool garments and accessories.

Strategic Context

This order represents the first major commercial execution milestone following the recently announced Exclusive China Distribution Agreement.

It provides near-term revenue visibility while validating demand for Merino & Co products within the Chinese market.

Operational Impact

The Company has commenced production planning to fulfil the order in accordance with agreed timelines.

Managing Director Commentary

Fiona Yue, Managing Director, said: “This order represents an important milestone following the Exclusive China Distribution Agreement with the distribution partner and provides immediate commercial momentum for the business.”

This announcement has been approved for release to the ASX by the Board of Merino & Co.

For more information, please contact:

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About MERINO & CO.

Merino & Co. is a vertically integrated Company, involving the design, manufacture, marketing, and sale of wool products. The Company sells its merino wool garments and accessories in Australia through its own online store as well as other offline distribution channels, such as at duty free shops, airports, boutique shops, tourism spots. The Company also conducts its sales operations through wholesalers and agents.

The Company has also been exporting and selling directly to international markets, including China, Japan, and North America, where high-quality wool products are in higher demand owing to colder climates. The Company is a strong advocate of the benefits of wool as a natural fibre and is a strong supporter of the proliferation of more sustainable, renewable, and biodegradable products made from environmentally friendly and raw natural materials such as wool, alpaca wool and possum fur.

Forward Looking Statements

This announcement contains certain “forward-looking statements.” Forward looking words such as, “expect”, “should”, “could”, “may”, “predict”, “plan”, “will”, “believe”, “forecast”, “estimate”, “target” “continue”, “anticipate”, “guidance”, “outlook”, “aim” and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements.

Forward-looking statements, opinions, and estimates provided in this announcement are based on assumptions and contingencies which are subject to change without notice, so as are statements about market and industry trends, which are based on interpretations of current market conditions. You are advised not to place undue reliance on any forward-looking statements regarding our belief, intent, or expectations with respect to Merino & Co.’s businesses, market conditions, and/or results of operations.