ASX Announcement *OMG GROUP Limited (ASX: OMG)*

19 November 2025

Exclusive Distribution Agreement with premium Japanese matcha manufacturer

Key highlights

- **Exclusive five-year supply & distribution agreement with SANDAI, a premium matcha producer based in Nagasaki, Japan**
- **The agreement sets out a framework for the supply of 350,000kg of premium ceremonial-grade matcha per year for the duration of the agreement**
- **Provides OMG with several high-margin distribution opportunities in Australia and internationally through a multi-channel strategy**
- **Agreement unlocks access to the global matcha market, which was valued at US$4.3Bn in 2023 and is expected to grow to US$7.43Bn by 2030[i]**
- **OMG to incorporate SANDAI's premium Japanese matcha into new product launches across its brand portfolio, and also generate additional revenues as a wholesale distributor of raw matcha**
- **Sales opportunities to leverage the Company's existing footprint across major grocery chains, café networks, direct-to-consumer ecommerce channels**
- **Discussions with key counterparties underway and first sales anticipated this month**

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") OMG Group is pleased to announce that it has entered into an exclusive Supply Agreement (the 'Agreement') with SANDAI Group, a premium manufacturer of ceremonial-grade raw Japanese matcha headquartered in Nagasaki, Japan.

The five-year agreement establishes OMG Group as the exclusive seller and distributor of SANDAI matcha products in the Australian market, providing the Company with multiple channels to generate high-margin sales growth and capitalise on strong demand amid ongoing supply constraints for matcha products.

The Agreement sets out a framework for the supply of 350,000kg per year of ceremonial-grade matcha manufactured by SANDAI Group for distribution in the Australian market.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"This is a significant strategic transaction for OMG Group, which positions us as a leading distributor of premium matcha products in the Australian market. As part of our due diligence process in connection with the agreement, management has identified numerous high-margin sale opportunities through our multi-channel distribution platform which are expected to contribute materially to group profits.*

The raw matcha manufactured by SANDAI is a premium-grade product sourced from established tea farms in Nagasaki. On a recent site visit to meet the SANDAI team – fourth generation proprietors of a long-running family-owned business – I saw first-hand how their production process are implemented with the highest standards of quality control. We are pleased to be the exclusive distributor of SANDAI's premium grade matcha in the Australian market, and look forward to updating investors on the delivery of our multi-channel commercialisation strategy for this unique product."

As the exclusive distributor of premium SANDAI matcha in Australia, OMG Group will execute on a multi-channel commercialisation strategy which leverages the existing distribution networks it has established for the following markets physical store networks, including major Australian grocery chains; food service (cafes and restaurants); and direct-to-consumer ecommerce channels.

Matcha is well aligned with the market positioning of OMG's healthy product range, being rich in antioxidants, especially catechins like EGCG, which protect against cell damage - and also a source of L-theanine, an amino acid that promotes focus and calm.

Product development is underway to incorporate SANDAI matcha into OMG Group's diversified product offering, including OMG drink products and new matcha-infused flavours for the Blue Dinosaur healthy snack range.

In addition, OMG Group is targeting an additional revenue channel as a wholesale distributor of raw matcha to commercial counterparties, through its position as the exclusive supplier of premium SANDAI matcha in the Australian market.

The wholesale distribution channel is expected to generate near-term high-margin revenues for OMG, with the receipt of several inbound enquiries from perspective customers for the sale of raw matcha. The Company is confident that this is indicative of expected strong ongoing demand.

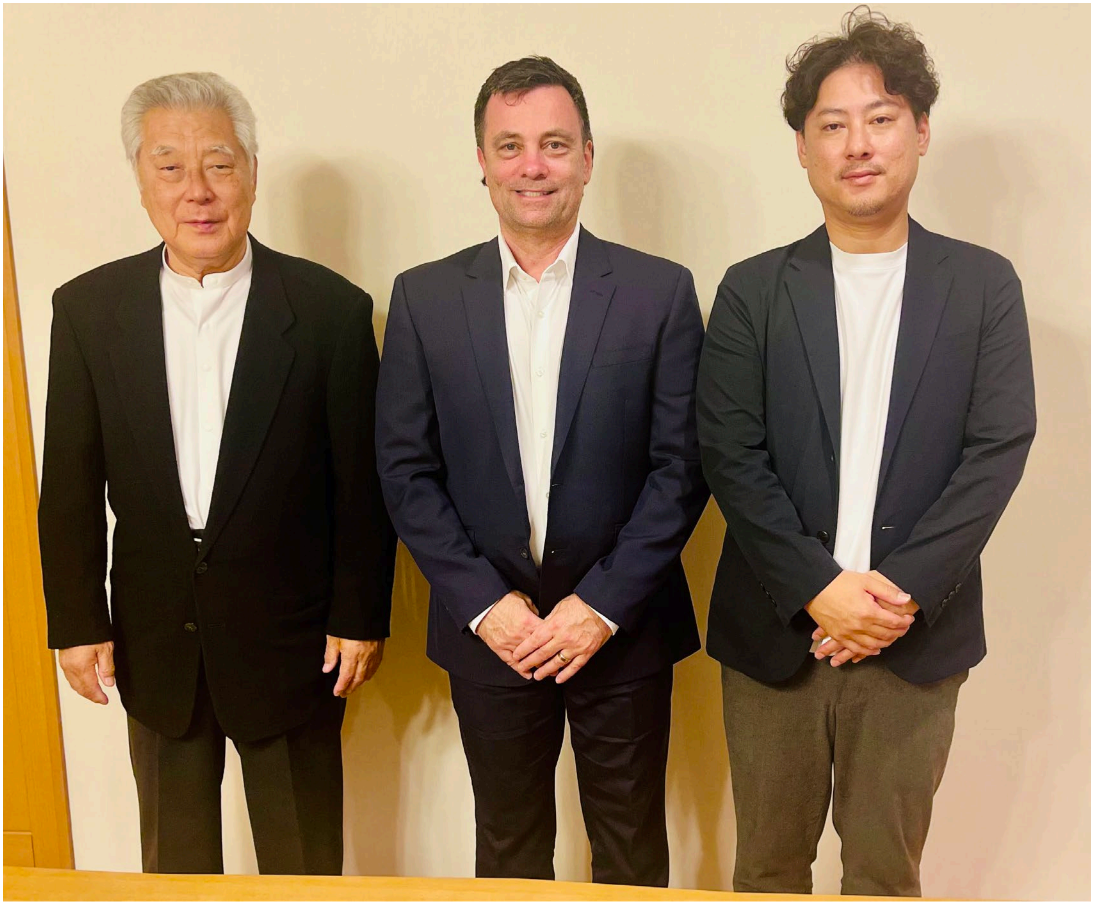

Image: CEO Mr Alex Aleksic, alongside SANDAI Chair Mr Yukio Yoshino and SANDAI Executive Mr Yutaka Yoshino

Image: SANDAI's farm and operations in Nagasaki, Japan

About SANDAI Group:

SANDAI was founded in 1982 by Yukio Yoshino, the current Chairman, initially starting with the sale of aquaculture feed. Since then, we have continued to evolve, conducting independent research and incorporating domestic and international findings into its premium manufacturing techniques. In 2014, SANDAI expanded into the food ingredient supply industry with the launch of its premium matcha business.

In Sonogi, Nagasaki, surrounded by tea farmers who take pride in their cultivation practices, abundant sunlight, rainfall, and rich soil, SANDAI established contract cultivation with premium tea growers across the region. It processes the leaves into matcha powder at subcontracted factories and remains dedicated to the highest quality standards with trained experts involved in each stage of production, from tea farms final processing.

SANDAI aims to carry forward the spirit and philosophy of tea cultivation, not only within Japan but also globally through strategic partnerships, sharing the Japanese tea culture of "道/Dō (the Way)", "雅/Miyabi (Elegance)", and the health benefits of matcha.

-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.

[i] https://www.grandviewresearch.com/industry-analysis/matcha-market