

13 October 2025

## **WOA and Univar Advance China Market Entry with Confirmed Go-to-Market Strategy**

### **Highlights:**

- *Univar Solutions China visited WOA's head office in Western Australia to present its go-to-market strategy for the launch of WOA's lupin protein isolate in China.*
- *The strategy targets two large, established consumer markets - tea and coffee beverages, and nutrition - where demand for high-quality plant proteins already exists.*
- *The tea and coffee drink market is forecast to reach RMB 321 billion (A\$68 billion)<sup>1</sup> by 2025, offering fast entry opportunities for WOA's neutral-tasting, high-foaming protein isolate.*
- *The nutrition and functional food market is valued at RMB 678 billion (A\$142 billion)<sup>1</sup> and growing at 7.3% CAGR, driven by demand for healthier, functional ingredients.*
- *The visit confirms Univar's readiness to move from planning to execution, with a clear path to position WOA's lupin protein as a premium, functional ingredient across China.*
- *The partnership has shown exceptional progress since April 2025, advancing from agreement signing to regulatory readiness, technical training and R&D collaborations in just six months.*
- *WOA has also been selected to join the Australian delegation to the 2025 China International Import Expo, providing a platform to showcase its lupin protein range to a wider Chinese audience.*



Univar and WOA team visiting Curtin University

**Wide Open Agriculture Ltd (ASX: WOA; “WOA” or “the Company”)** is pleased to advise that its distribution partner, Univar Solutions China (“Univar”), recently visited WOA’s head office in Western Australia to present a comprehensive go-to-market strategy for WOA’s lupin protein isolate in China. The visit marked the next stage of a rapidly strengthening partnership and finalised a detailed plan to introduce WOA’s product into the tea and coffee, and nutrition and functional foods markets.

Univar Solutions China Director Will Wang said the strategy represented an important next step for both companies: “We see enormous opportunity for WOA’s lupin protein isolate in China. Its technical functionality and nutritional profile are superior to other plant-based proteins currently available. Our initial focus on beverages and functional nutrition allows us to move quickly into established, large-scale markets where customers are already seeking innovation.”

The presentation in Perth confirmed Univar’s readiness to move from market preparation into active commercial rollout. For WOA, it signals alignment with an experienced, in-country distribution partner who understands China’s consumer landscape and has the capability to reach a large number of food and beverage manufacturers seeking innovative, functional ingredients. Together, the companies have defined a clear path to position lupin protein isolate as a premium alternative to traditional proteins in two of the fastest-growing categories in China.

Momentum since signing the distribution and offtake agreement in April 2025 has been exceptional. In just six months, WOA and Univar have advanced from partnership formation to execution: completing regulatory preparation and technical training, establishing R&D collaborations with local manufacturers, and securing the first commercial order—five tonnes of product scheduled to arrive in China early next year. The presentation of the final marketing strategy in Perth now marks the transition from planning to market activation in one of the world’s largest consumer markets.

### **China’s Tea, Coffee and Nutrition Sectors Offer Growth Pathways for WOA**

Univar’s team presented detailed market intelligence and customer insights that confirmed strong demand for high-performance, plant-based proteins across both categories. The Chinese market does not require consumer education around protein enrichment; rather, it offers large, established segments in which WOA’s lupin protein isolate can serve as a superior ingredient for manufacturers seeking better taste, functionality and nutrition.

The first target category is the tea and coffee drink market, including milk tea and bubble tea products — sectors known for rapid product innovation and a strong appetite for new functional ingredients. Over the past five years, more than 2,500 new tea and coffee drink products have been launched in China. Univar highlighted that WOA’s lupin protein isolate delivers key functional advantages sought by formulators, including a clean and neutral taste, high foaming capacity, excellent foam stability and a smooth, creamy mouthfeel. These qualities make it ideally suited for modern café-style beverages that require both sensory appeal and nutritional value. The Chinese tea and coffee drinks market is forecast to be worth approximately RMB 321 billion (A\$68 billion) by 2025<sup>1</sup>, representing one of the fastest-growing opportunities for functional ingredients globally.

The second major category identified is the Chinese nutrition and functional food market, which reached RMB 678 billion (approximately A\$142 billion) in 2024<sup>1</sup> and continues to grow at a compound annual rate of 7.34%. Within this, functional foods account for around 62% of total sales, reflecting increasing consumer interest in everyday products that support wellbeing. WOA’s lupin protein isolate offers a complete amino acid profile, high digestibility and emerging health benefits<sup>2</sup> related to blood-sugar management and satiety — attributes that position it well for use in protein powders, bars, ready-to-drink products and functional snacks across multiple age groups.

### **Next steps**

With the strategy now confirmed, WOA and Univar will begin implementation. Univar will initially introduce WOA’s lupin protein isolate to its existing customer base in the beverage and nutrition sectors, highlighting the product’s technical and nutritional advantages. Both companies will jointly pursue local

R&D collaborations with food and beverage manufacturers to support product development and accelerate adoption. A broader marketing program will follow, supported by trade events and targeted digital campaigns to expand awareness among Chinese producers.

As part of this coordinated launch, WOA has been selected to join the Australian delegation to the 2025 China International Import Expo — one of the largest trade showcases in Asia, being held from 5-10 November 2025 in Shanghai. This competitive selection underscores the significance of WOA's innovation and the opportunity for Australian companies in China's rapidly evolving food market. Univar will fund the majority of the marketing and promotional activities in China, supported by WOA through an export market grant aimed at assisting early market entry initiatives.

WOA Chairperson, Yaxi Zhan said the partnership with Univar was now entering an exciting and purposeful phase.

“We've spent the past 6 months building the foundation — from regulatory readiness to product validation — and this visit marks the shift from planning to execution. Our relationship with Univar is grounded in transparency and shared commitment. Together, we're entering the Chinese market with a focused strategy and the right partner to make it happen.”

*The Board has authorised and approved this announcement per the Company's published continuous disclosure policy.*

**For investors, media or other enquiries, please contact:**

**Yaxi Zhan** Non-executive Chairperson, Wide Open Agriculture Ltd

[investors@wideopenagriculture.com.au](mailto:investors@wideopenagriculture.com.au)

2/284 Oxford Street, Leederville WA 6007

**Wide Open Agriculture Ltd (ASX: WOA)** is a publicly listed ingredient company pioneering the development of next-generation plant protein solutions for the global food and beverage industry. Leveraging proprietary intellectual property, WOA produces a portfolio of high-quality lupin-based plant proteins and fibres designed to enhance the functionality, taste, and nutritional profile of food and beverage products.

The Company's lupin-based protein isolates offer exceptional versatility across a wide range of applications, including plant-based dairy alternatives, meat substitutes, baked goods, and health-focused products. Recognised for their clean taste, high performance, and broad functionality, lupin protein isolates are emerging as an exciting new ingredient in the evolving plant-based protein market.

[www.wideopenagriculture.com.au](http://www.wideopenagriculture.com.au)

### **About Univar Solutions China**

Univar Solutions China is the Chinese division of Univar Solutions Inc., a global leader in chemical and ingredient distribution. According to the 2024 ICIS Top 100 Chemical Distributors ranking, Univar Solutions China is the world's second-largest chemical and ingredient distributor, with \$11.5 billion in sales in 2023. Headquartered in Shanghai, Univar Solutions China serves a wide range of industries including food and nutrition, personal care, pharmaceuticals, and advanced materials. It supports customers across mainland China and facilitates sourcing for Univar's global operations, making it a trusted partner for companies seeking to scale in the Chinese market.

### **Forward Looking Statements**

Statements contained in this release, particularly those regarding possible or assumed future performance, revenue, production levels or rates, prices or potential growth of WOA are, or may be, forward looking statements. Such statements relate to future events and expectations and as such, involve known and unknown risks and uncertainties. Actual results and developments may differ materially from those expressed or implied by these forward-looking statements depending on a variety of factors. The past performance of WOA is no guarantee of future performance. No guidance is provided on future pricing or capacity to fill any future orders.

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<sup>1</sup> Source Univar Solutions China

<sup>2</sup> WOA ASX announcement 24 March 2025