

26 February 2026

**MERINO & CO. SECURES A\$300,000 DOMESTIC ORDER AND ADVANCES AUSTRALIAN MARKET REBUILD**

**Key Highlights**

- **New domestic purchase order valued at A\$300,000 from our Australian distribution partner.**
- **Supports Merino & Co.'s strategic focus on rebuilding and strengthening its domestic wholesale channel.**
- **Reflects continued execution of the Company's broader distribution and brand realignment strategy.**

Merino & Co. (ASX: MNC) advises that it has secured a new purchase order valued at **A\$300,000** from our Australian distribution partner.

The order forms part of the Company's ongoing strategy to rebuild and strengthen its domestic wholesale footprint, complementing its international expansion initiatives. The Company has been progressively refining its product positioning, channel mix and distribution approach within Australia to support disciplined growth and brand clarity.

Managing Director, **Ms Fiona Yue**, said:

"This order supports our renewed focus on the domestic market and reflects the steady progress we are making in re-establishing distribution channels aligned with our long-term brand strategy."

The Company continues to balance domestic channel development with international growth opportunities as part of its broader execution plan.

**ENDS**

This announcement has been authorised for release by the Board of Merino & Co.

For more information, please contact:

**INVESTORS**

**Fiona Yue**

Managing Director  
Merino & Co.

E: [mnc@merinoandco.com.au](mailto:mnc@merinoandco.com.au)

**MEDIA**

**Joey Zhou**

Media Relations  
Merino & Co.

E: [joey@merinoandco.com.au](mailto:joey@merinoandco.com.au)

**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.