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OMG Group launches Dual Matcha Brands to Target Additional High Growth Opportunities

Highlights

- **OMG enters rapidly growing global matcha category through a dual-brand strategy targeting premium and mass-market segments**
- **Global matcha market was valued at US\$4.2 billion in 2024 and is projected to grow to more than US\$7 billion by the early 2030s¹**
- **Market growth underpinned by rising demand for natural ingredients and clean label products, as well as growing health and wellness consciousness where OMG is well positioned to capitalise**
- **Launch follows exclusive five-year supply agreement with SANDAI Group for 350,000kg of ceremonial-grade Japanese matcha**
- **Two new brands launched – Ōmura Matcha (premium ceremonial-grade) and Matcha Mode (accessible, mass-market offering)**
- **Strategy establishes a vertically integrated platform spanning consumer brands, ingredient supply, food service distribution and product innovation**
- **Multi-channel distribution planned across food service, grocery and specialty retail, direct-to-consumer and ingredient supply to manufacturers**
- **Products expected to be available via ecommerce channels and existing retail sales channels next quarter**
- **Marketing to potential distribution partners and ingredient customers underway**
- **Matcha to be integrated across existing portfolio, including Blue Dinosaur functional snacks and Oat Milk Goodness beverage products**
- **Launch represents OMG's third scalable brand platform, positioning OMG to capture value across the fast-growing global matcha ecosystem**

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) OMG Group is pleased to advise it has commenced its entry into the rapidly expanding global matcha category following the launch of a dual-brand platform targeting both premium and mass market segments.

The launch follows an exclusive five-year, 350,000kg supply agreement with SANDAI Group, a premium manufacturer of ceremonial-grade raw Japanese matcha headquartered in Nagasaki, Japan (refer ASX announcement: 19 November 2025). The supply agreement underpins the introduction of a vertically integrated matcha platform, designed to cover consumer brands, ingredient supply, food service distribution and cross-portfolio product innovation, allowing the Company to benefit from multiple revenue streams.

As part of the brand platform, OMG has launched two complimentary brands, designed to target specific customer segments. The brands include Ōmura Matcha and Matcha Mode.

Ōmura Matcha is positioned at the premium end of the category, offering exclusively ceremonial grade matcha and targeting consumers seeking high-quality, authentic ingredients. The brand will focus on quality provenance, premium positioning and speciality retail and hospitality channels.

Matcha Mode targets the entry-level and mass market product segment, offering accessible everyday matcha products for broader consumer adoption and higher-volume retail distribution. Products under the Matcha Mode brand will include blended formulations, incorporating natural flavours to appeal to mainstream consumers.

The introduction of dual brands enables the Company to deliver products across multiple pricing tiers, via existing multi-channel customer base to maximise revenue potential. Target channels include food service operators such as cafes and restaurants, grocery and specialty retail distribution, direct-to-consumer online sales and the supply of matcha powder as a raw ingredient to food and beverage manufacturers.



Images: Conceptual packaging of initial Omura Matcha and Matcha Mode products

OMG has commenced marketing for early expressions of interest from potential partners across several of these channels, including both brand distribution and raw ingredient supply opportunities. The Company is also actively advancing negotiations with a range of distribution partners to scale both brands in the near term.

In addition to external sales opportunities, matcha will also serve as a strategic functional ingredient across the Company’s existing brand portfolio. This includes potential integration into Blue Dinosaur protein bars and functional snack products, as well as development of matcha-based beverage offerings within the Company’s Oat Milk Goodness range.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *“This marks the introduction of a third brand platform under the OMG umbrella and represents another scalable growth opportunity for the business. Matcha is experiencing strong global demand, while supply of premium Japanese product remains constrained – providing a compelling opportunity for OMG based on our long-term, stable supply contract.*

Through the launch of Omura and Matcha Mode, we are positioning the Company to target multiple price tiers, while also supplying raw ingredient demand across food service, retail and manufacturing channels. This allows us to capture value not only through consumer brands, but also through ingredient supply into a rapidly expanding category.

Importantly, this strategy builds on our broader platform approach – leveraging our existing distribution channels, brand development capabilities and product innovation pipeline to scale new categories efficiently. We believe matcha represents a significant long-term growth vertical for the Company.”

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

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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.

¹ <https://www.polarismarketresearch.com/industry-analysis/matcha-market?utm>