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Collaboration agreement secured with Little Marionette bolsters premium Japanese matcha opportunity

Highlights

- Collaboration agreement secured with The Little Marionette, a Sydney-based specialty coffee roaster and distributor, for premium Japanese matcha
- The Little Marionette was founded in 2010, and is a well established speciality coffee roaster supplying cafes, hospitality venues and retail channels nationally and internationally
- Agreement follows the appointment of Food & Dairy Co as the first official matcha distributor, demonstrating the dual revenue opportunity across distribution and ingredient supply
- Establishes OMG's ingredient supply channel as a high-margin revenue stream complementary to its consumer brands and food service distribution

OMG Group Ltd (ASX: OMG) (“OMG Group” or “the Company”) is pleased to advise that it has entered into a collaboration agreement with The Little Marionette, a Sydney based speciality coffee roaster, for the supply of premium, 100% ceremonial grade Japanese matcha as a raw ingredient.

The Little Marionette is a Sydney-based specialty coffee roaster founded in 2010, supplying premium coffee products to a established and diversified network of cafés, hospitality venues and retail channels across Australia and internationally. Operating from its Inner West roastery, the company has established a strong reputation for quality-focused, ethically sourced coffee and consistent product innovation across the functional beverage and wellness category.

As part of the initiative, OMG will supply ceremonial-grade Japanese matcha, sourced exclusively through its five-year supply agreement with SANDAI Group, to The Little Marionette as a raw ingredient for use across its product range. The Little Marionette’s positioning as a premium, quality-led brand makes it a natural commercial partner for OMG, with its existing retail presence, loyal customer base and distribution channels providing meaningful reach into consumer segments that closely align with the premium end of OMG’s matcha platform.

The collaboration agreement is consistent with the Company’s stated strategy (refer ASX announcement: 26 May 2025) to build a vertically integrated matcha platform spanning consumer brands, food service distribution and raw ingredient supply. This agreement marks the first commercial validation of the ingredient supply channel, complementing the recent appointment of Food & Dairy Co (FDC) as the Company’s first official matcha distributor across food service channels (refer ASX announcement: 19 March 2026).

The dual revenue opportunity of selling branded matcha products through distribution channels while simultaneously supplying premium Japanese matcha as a raw ingredient to quality food and beverage partners, underpins the commercial breadth of the platform. OMG continues to advance discussions with additional ingredient supply customers and distribution partners across food service, grocery and specialty retail channels.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *“The Little Marionette is exactly the kind of partner we envisioned when we built this platform. Their commitment to quality and ethical sourcing aligns directly with what we stand for as a company, and their reach into premium hospitality and retail channels gives our matcha*

meaningful exposure across new consumer segments. We look forward to a successful relationship with The Little Marionette and to delivery long term value through this partnership.

This agreement also validates a key pillar of our matcha strategy. Premium brands want access to authentic Japanese matcha, and combined with the Food & Dairy Co distribution appointment, we now have both channels of the platform generating commercial activity. We expect to announce further agreements in the near term.”

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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.