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

8 April 2026

Oat Milk Goodness Founder Steve Smith Appointed as Non-Executive Director

Highlights

- **Appointment of Steve Smith as Non-Executive Director – As one of Australia's most accomplished athletes, Mr Smith has built a powerful global brand and following with reach across key international markets**
- **Mr Smith is a founder of the Company's Oat Milk Goodness brand and holds 91m shares in OMG Group which equates to ~9.6%**
- **Appointment provides investor alignment, as well as brings deep global networks across sport, media, retail and consumer markets**
- **Mr Tim Freeburn to assume role of Executive Chairman.**
- **Mr Freeburn is globally proven in the FMCG Industry and Co-Founder of Sesión Tequila**
- **Mr Freeburn has a track record of scaling premium consumer brands, driving distribution expansion and executing high-impact commercial strategies**
- **Board optimisation leaves OMG well positioned to advance its near-term growth trajectory and capitalise on a growing pipeline of strategic opportunities**

OMG Group Ltd (ASX: OMG) ("OMG Group" or "the Company") is pleased to advise it optimised its Board following a number of changes, effective 7 April 2026. These initiatives include the appointment of Mr Steve Smith as Non-Executive Director effective 7 April 2026. Mr Smith is a major shareholder and a co-founder of the Oat Milk Goodness brand, one of the core pillars of OMG Group's product portfolio. His appointment formalises a deep strategic and commercial alignment with the Company.

Appointment of internationally recognised cricketer, Mr Steve Smith:
As one of the Company's largest shareholders, Mr Smith brings a high degree of investor alignment owning 9.6% of the group, alongside deep global networks across sport, media, retail and consumer markets. His profile and relationships are expected to support the Company's broader brand portfolio, including opportunities to enter new distribution channels, strategic partnerships and marketing initiatives in both domestic and international markets.

Mr Smith is an internationally recognised professional cricketer and one of Australia's most accomplished athletes, with a career spanning over a decade at the highest level of international sport. Renowned for his discipline, performance under pressure and leadership, Mr Smith has built a powerful global profile and personal brand with reach across Australia, the UK, India and other key international markets.

Beyond his sporting career, Mr Smith is the founder of Oat Milk Goodness, an OMG core asset. Under his direction and prior to the brands acquisition by the Company, it achieved rapid growth, securing national distribution and building strong consumer recognition across key retail and grocery channels.

Mr Smith is a strong advocate for the Company's long-term growth strategy and his appointment to the Board reflects his commitment to supporting OMG's next phase of expansion, including scaling existing brands, potential M&A opportunities and launching new product categories across multiple channels.

Additionally, existing Non-Executive Director Mr Tim Freeburn has been appointed Executive Chairman, while interim Chairman, Mr Daniel Rootes will assume the role of Non-Executive Director. The Company is confident that these Board optimisation initiatives leave it exceptionally well positioned for its next phase of growth.

Mr Tim Freeburn appointed as Executive Chairman:
Mr Freeburn has been a member of the Company's Board since April 2025 (refer ASX announcement: 28 March 2025) and will transition to the role of Executive Chairman to assist in advancing OMG's near-term growth trajectory.

Mr Freeburn is a senior FMCG executive with a demonstrated track record. He is the Co-Founder and Managing Director of Sesión Tequila, a multi award-winning Australian tequila brand established in 2016 alongside entrepreneur Jennifer Hawkins. Under his leadership, the brand has achieved strong growth, premium positioning and international recognition within the highly competitive global spirits market. As a founder and operator of a successful FMCG business, he brings deep expertise in brand development, distribution strategy, marketing and commercial execution.

His experience is complemented by extensive industry networks across FMCG, retail, distribution and capital markets, as well as a proven ability to navigate growth-stage businesses through expansion and strategic transformation.

The Board would like to take this opportunity to thank Mr Daniel Rootes for his tenure as interim Chair. OMG will continue to benefit from Mr Rootes' capital market expertise and strategic guidance as Non-Executive Director.

Management commentary:

OMG Group Chief Executive Officer, Alex Aleksic said: *"These Board changes reflect the next phase of OMG's evolution as we continue to scale the business and execute on our growth strategy. Bringing Steve onto the Board formalises what has already been a highly aligned relationship. As founder of Oat Milk Goodness and our largest shareholder, he brings deep brand insight, global networks and a genuine commitment to the long-term success of the Company. We see significant opportunity to leverage his profile and relationships to accelerate distribution, partnerships and brand awareness across our portfolio.*

Tim's transition to Executive Chairman is equally important. He brings proven FMCG experience, strong commercial discipline and a hands-on approach to execution, which will be critical as we expand into new categories and channels.

Together, these changes strengthen the Board's alignment with shareholders and position OMG to capitalise on a growing pipeline of opportunities across both existing brands and new verticals."

Remuneration details:

Mr Freeburn's remuneration will total an annual fee of $120,000 plus GST. This includes an equity component of $49,000 in OMG shares, with the balance cash component of $71,000 paid for the 12-month period from commencement date and ending in April 2027, subject to shareholder approval.

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

-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.