MERINO&Cº

ASX ANNOUNCEMENT

2 September 2026

PLACEMENT ANNOUNCEMENT

Merino & Co. Limited (ASX: **MNC**) (**Company**) is pleased to announce that it has received firm commitments for a placement of 10,100,000 new fully paid ordinary shares (**New Shares**) at $0.10 each, raising $1,010,000 (before costs) (**Placement**).

The issue price represents a premium of 2.9% to the 15-day VWAP of A$0.09718.

The New Shares will be issued utilising the Company's existing placement capacity under ASX Listing Rule 7.1 and accordingly does not require shareholder approval. Settlement of the Placement and issue of New Shares will occur on or around 4 September 2026. The New Shares will rank equally in all respects with the Company's existing shares on issue.

Brokers managing the Placement will receive a capital raising fee equal to 3% of the gross proceeds raised under the Offer.

Funds received will be applied towards the Company’s ongoing operational and marketing activities in connection with the launch of sub-brand YÙE and its associated YÙE+U botanical dye project, and for general working capital purposes.

YÙE and YÙE+U

YÙE is a new sub-brand launching by Merino & Co., carrying the parent’s fibre and manufacturing credentials into a distinct design register. YÙE will unfold a sequence of collections across life, travel, sleep and home, in collaboration with authority from the world each collection is drawn from.

YÙE+U is the associated botanical dye project, developed to bring together fibre, science, place and experience in collaboration with a cross-section of urban and regional communities.

The Company expects to release a further announcement setting out the YÙE and YÙE+U launch detail in the coming weeks.

This announcement has been approved for release to the ASX by the Board of Merino & Co.

For more information, please contact:

INVESTORS

Fiona Yue
Managing Director
Merino & Co.
E: mnc@merinoandco.com.au

MEDIA

Joey Zhou
Commercial Manager
Merino & Co.
E: 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.