MyEco Group
Growth Strategy Presentation

16 September 2026

myeco group

ASX: MCO

MCO is in a strong position to create value, leveraging recent successes, solid growth plans, and strong competitive advantage

Strong wins in FY26

+22.7%

Australian retail sales growth in FY26, to $5.4m

#1 Category leader

63% share in Woolworths and 46% in Coles for compostable bin liners

66% of revenue from Strategic channels

+8pt improvement vs FY25 in Councils and Australian retail combined

+49% improvement in normalised Operating EBITDA loss vs. FY25

Three engines to accelerate growth from FY27 onwards

Why MCO will win

- ✓ Proven success in Councils and Retail
- ✓ A unique combination of assets, credentials, IP and capabilities
- ✓ Eco-trust advantage through sustainability credentials
- ✓ New executive team with exceptional capability supported by experienced board

Note: refer to FY26 Investor Presentation and/or FY26 FY results for detailed notes

Our aspiration:

To become Australia's most trusted eco-friendly brand for sustainable living.

MyEco has transformed and is **accelerating its Growth**

2015
Formation

Cardia Bioplastics and Stellar Films merged to form SECOS Group, combining conventional and compostable plastics **technology and know-how**

2023-2024
Transition to 100% sustainable

Exited conventional petroleum films

Moved away from low-margin commoditised wholesale compostable resin and film to focus on **higher margin sustainable branded consumer products**

2024-2025
Rebranding and strategic repositioning and operational restructure

Operational restructure, focus on **building the MyEco brand,** and name change to reflect previous exit from conventional plastics

Achieved **market leadership** in Compostable bin liners at Coles and Woolworths

2025-2026
Building strong foundations for growth

Reduced **costs**, and built manufacturing **flexibility** with trusted outsource partners

Expanded into Post-Consumer Recycled (PCR) bin liners, certified to the Global Recycled Standard (GRS), one of the **world's leading certifications** for recycled materials

Appointed **new Executive team**, and expanded marketing, distribution, and product development capabilities

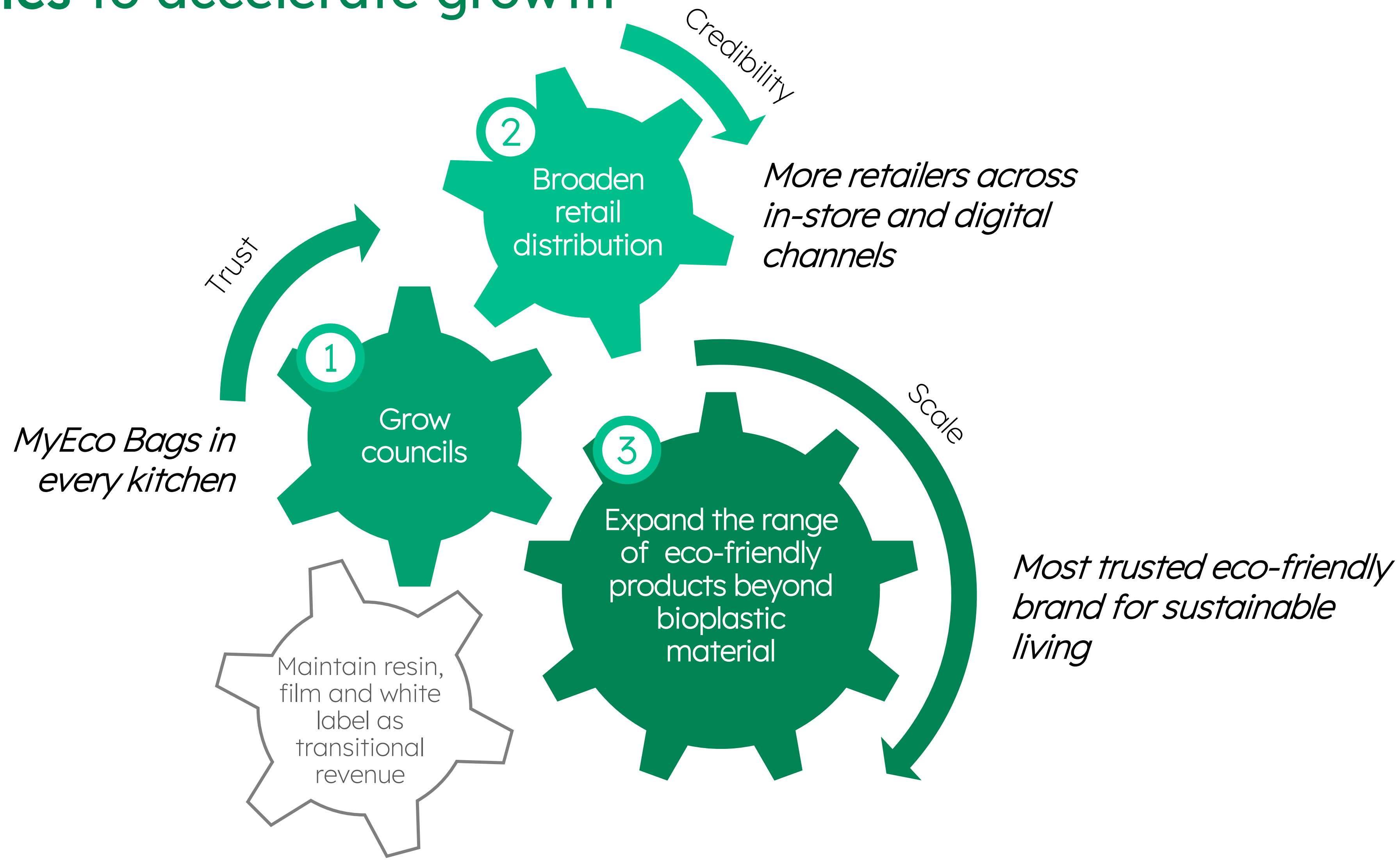
2026 onward
Accelerating growth

To become Australia's most trusted eco-friendly brand for sustainable living.

- Growing **council** partnerships
- Accelerating **retail expansion**
- Expanding the MyEco portfolio into **new household categories**

Relentless focus on driving to profitability

Three engines to accelerate growth



Relentless drive to profit

Disciplined execution

Pace of decision and action

MyEco's growth strategy opens a **large addressable eco-market** in Australia

1

Council growth

Addressable market opportunity (Australia):

Est. **~$25-50m**

Council penetration fuels retail channel and builds brand trust

2

Broadened Retail distribution

Addressable market Opportunity (Australia):

Est. **~$180-260m**

Broadened retail presence amplifies brand credibility to play in a wider market

3

Expansion into more eco-Home categories

Addressable market opportunity (Australia):

Est. **~$0.8-1.3b**

(eco-friendly segments only)

Note: Estimates based on Australian manufacturer-level market values and internal management analysis.
Sources used include: IMARC, Statista, Grand View Research, IndexBox, industry reports and MyEco Group analysis, 2026.

Clear objectives for each Growth Engine

	From Good…	…to Great
1 Grow Council & Waste Management	Portfolio of **long-trusted** partners with moderate new council acquisitions	Acquisition of more **large-size councils** with increased **revenue predictability**
2 Broaden Retail distribution	Category leadership at **Coles and Woolworths,** and some presence in the independents channel	**More retailers**, increased **independents** footprint, **Digital** presence
3 Expand the product range	Known for superior quality, certified and trusted **bags**	Trusted brand across **multiple Household categories**

The partner of choice for Council FOGO programs

Grow Council & Waste Management

①

Grow Market

FOGO programs are expanding

- Leverage the regulatory momentum and environmental awareness
- Reinforce the commercial and environmental benefits of compostable liner programs to Councils
- Fulfil Councils' demand for trusted technical and implementation expertise, and certified products

Deepen engagement

MyEco is deepening its engagement with councils, composters and waste operators

- Expand the range of products and services offered
- Strengthen communication channels and digital capabilities
- Leverage successful programs as proof points for future contract wins

Optimise economics

MyEco is driving improved profitability in its Council and Waste Services business

- Increase revenue predictability through multi-year agreements
- Reward volume commitments and strategic partnerships
- Deliver operational efficiencies and portfolio optimisation

Engaging more consumers in-store and online

Broaden retail distribution ②

Grow existing retail accounts

Grow share of wallet by:
- Capturing additional shelf-space
- Further growing Coles and Woolworths online sales
- Leveraging retail media to drive customer engagement

Enter new retailers

Increase consumer reach by:
- Addressing consumer missions at non-food retailers and specialist retailers
- Expanding pack sizes, formats, product application to suit consumers' needs on their shopping mission

Grow independents channel

Expand state-based local presence by:
- Securing reliable distribution partners engaged in growing our brand
- Leveraging state-based merchandising capabilities
- Building tailored promotional plans aligned with local events or local demand
- ➢ Early success with our partner Our United Foods

Increase Digital presence

Build direct consumer engagement by:
- Entering marketplaces / retailers online ranging
- Exploring e-commerce once brand breadth allows
- Driving Social media engagement, possibly social shops

The opportunity: a **single trusted eco-brand** across multiple Household categories

Expand the product range ③

Demand for high-quality eco-products is strong:

- **78%** of consumers consider sustainability important, yet only **20%** believe brands accurately represent their sustainability credentials[1].
- Quality and performance remain essential; sustainability alone is not enough to drive purchase decisions

Supply is fragmented:

- Eco-products are typically offered by specialised single-category brands, creating complexity for retailers and limiting consumer engagement.

Greenwashing anxiety is real:

- Increasing scrutiny over greenwashing by regulatory bodies exposes retailers and sharpens consumers' awareness, increasing their need for proven trust

my eco WORLD™

can become a single trusted eco-brand across multiple Household categories, delivering:

- ✓ Operational simplification with reliable supply
- ✓ Trusted sustainability credentials verified by third-party certification
- ✓ Uncompromised product performance

MyEcoWorld's **new product pipeline** now covers new household categories such as **kitchen products, food storage, baby care and pet care**

Product pipeline build and prioritisation guided by:

- Category size and customer demand growth for eco options
- Category margin profile
- Potential supply gaps
- Retailers ranging priorities
- Technical synergies with our existing products
- Brand's 'right to play'

1. Source: 2025 Blue Yonder survey, conducted across more than 5,000 consumers in multiple developed markets (US, UK, France, Germany, ANZ)

A broader product range under the MyEcoWorld brand

Expand the product range

3

Build MyEcoWorld product range

Customer-led product development:
- Determine customer needs to identify and prioritise product opportunities
- Leverage our existing bioplastics know-how to expand into adjacent categories
- Develop strategic partnerships with specialised manufacturers aligned to our quality and ethical standards, leveraging our Melbourne-based and China-based technical and sourcing teams

Evolve the MyEcoWorld brand

Expand the MyEco brand identity across Household categories:
- Transform the brand into a household essentials master brand, building the brand architecture, visual identity and category guidelines that allow a wide range of products to deliver on one aspiration: Australia's most trusted eco-friendly brand for sustainable living.

Deliver a go-to-market strategy

Get our expanded range to market:
- Range through national food and non-food retailers, leaning on the proven success of MyEcoBag in retail
- Leverage our growing independents footprint and developing online channels

Execute reliably

Embed a reliable supply chain with robust economics:
- Consistently build and verify sustainability and ethical credentials across the value chain, reinforcing consumer trust and retailer confidence.
- Review our logistics model and partnerships to optimise costs
- Manage inventory to optimise cash management and service level

myeco group®

Why is MyEco well placed to deliver this strategy

1. Proven success in Councils and Retail

2. A unique combination of assets, credentials, IP and capabilities

3. Eco-trust advantage through sustainability credentials

4. New executive team with exceptional capability supported by experienced board

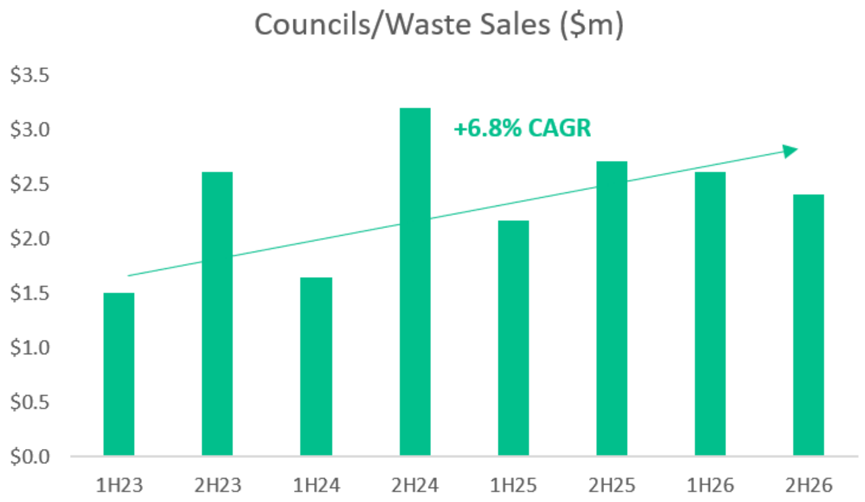
myeco group

1 Proven success in Councils and Retail

Track record of servicing Councils

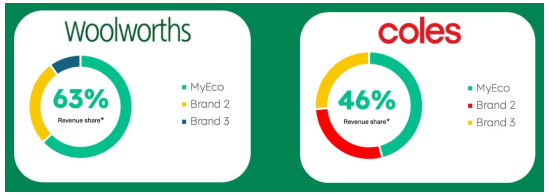
✓ MyEco supplies over 40 councils and waste organisations

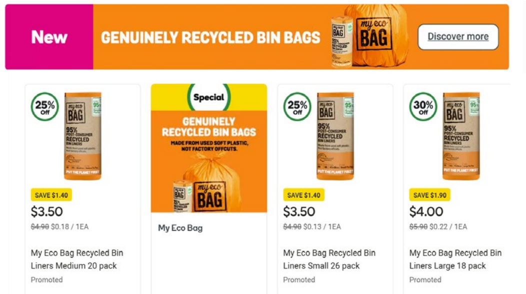
PENRITH CITY COUNCIL · NOOSA Council · City of Nedlands · WR WONTHAGGI RECYCLERS · City of Swan · CITY OF BALLARAT · BOROONDARA · moira SHIRE · City of STONNINGTON · City of Melville · VEOLIA · CLEANAWAY · Little Rippers™



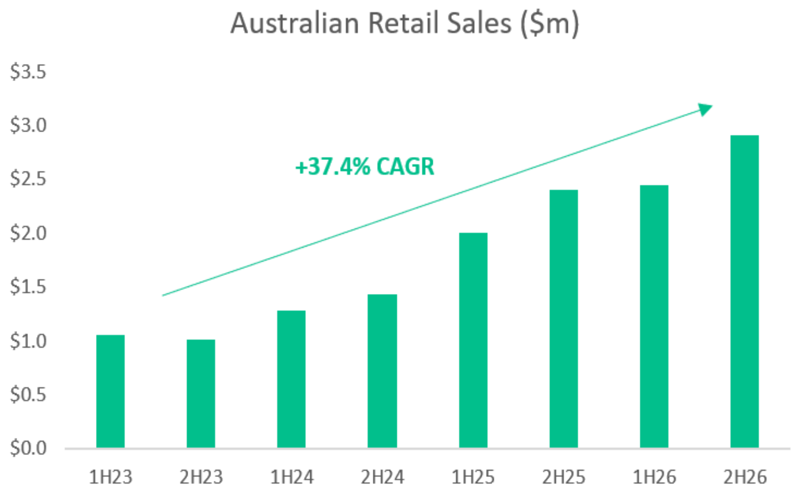
Winning in Retail

✓ **Category leader** at Coles and Woolworths in Compostable bin liners, successful **PCR launch** in May '26

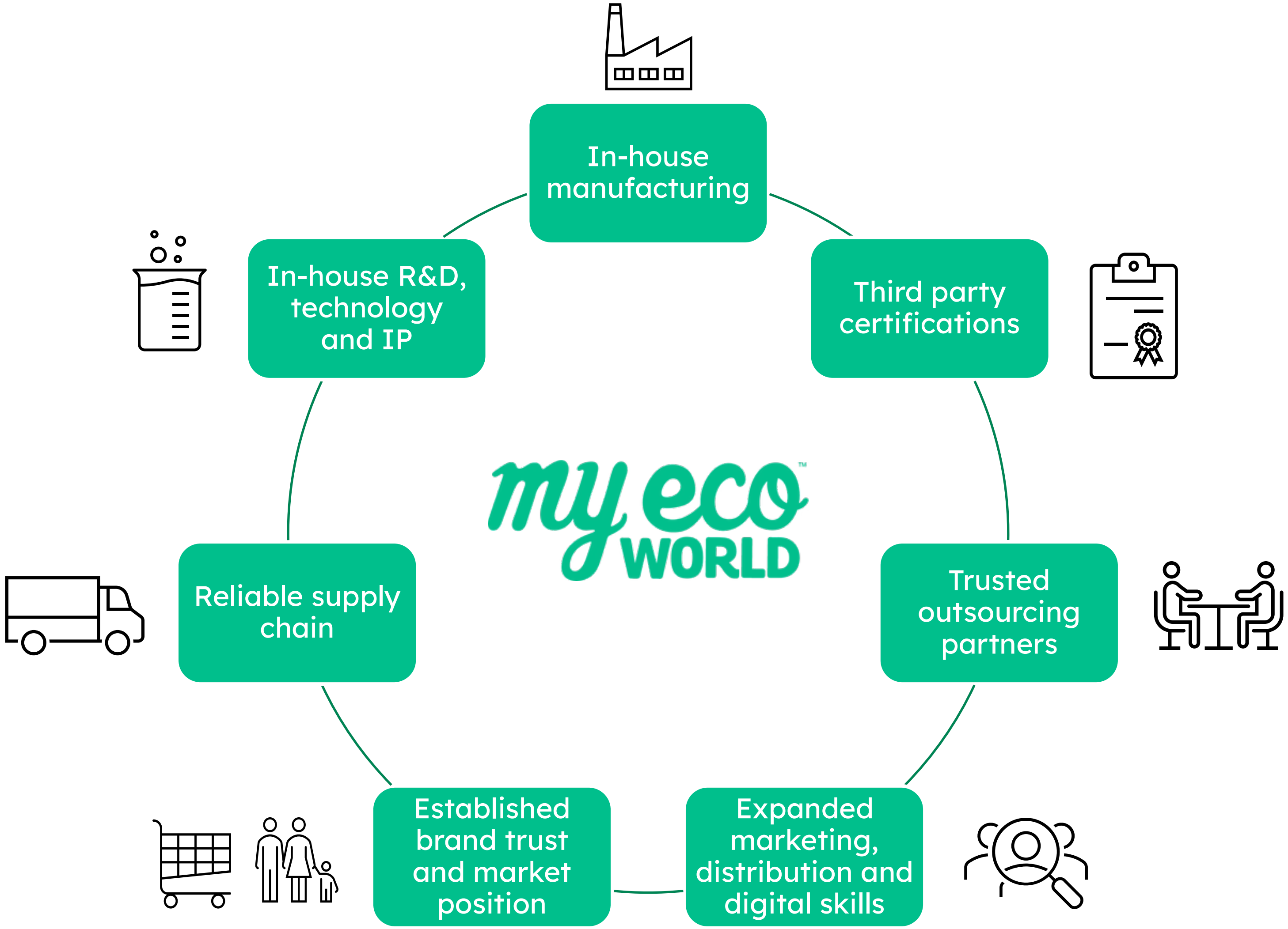




✓ Finalist at the '25 **Woolworths Trade Partners Awards**



2 Our strategic differentiator:
A unique combination of **assets, credentials, IP and capabilities**



myeco group

3 MyEco has a **unique eco-trust advantage**

MyEco continues to build brand trust and **addresses greenwashing anxiety** through certification-led credibility and partnerships with key industry bodies

Highest standards third-party certifications:

- ✓ Provides Retailer confidence
- ✓ Council procurement eligibility
- ✓ Substantiation of sustainability claims
- ✓ Barrier to lower quality competitors.

Compostable Certifications

- HOME COMPOSTABLE AS 5810 ABAP 20018
- COMPOSTABLE AS 4736 ABAP 10007
- HOME COMPOSTABLE DIN Geprüft NF T51-800 9P0008
- INDUSTRIALLY COMPOSTABLE EN13432 7P0347
- BPI COMPOSTABLE COMMERCIALLY COMPOSTABLE. FACILITIES MAY NOT EXIST IN YOUR AREA. CERT #891049

Post-Consumer Recycled Certification

- Global Recycled Standard

Sustainability Ratings

- BRONZE | Top 35% ecovadis Sustainability Rating DEC 2024
- Sedex

Member of highly regarded industry bodies:

- ✓ Access to industry resources
- ✓ Connected to a like-minded network

APCO AUSTRALIAN PACKAGING COVENANT ORGANISATION

SOLVING PLASTIC WASTE COOPERATIVE RESEARCH CENTRE

Australasian Bioplastics association

aora australian organics recycling association

myeco group

4 A newly assembled, experienced Executive Team

An **execution-focused** team with **complementary skills** driving **growth acceleration plans**

Marie de Perthuis
Chief Executive Officer

Appointed Dec 2025
Brings 20+ years' experience in Australian Retail (ex-Coles), Strategy and Leadership, product innovation.

Tim Jardim
Chief Growth Officer

Appointed Feb 2026
Brings 15+ years' experience in business transformation in retail. Passionate about retail growth and consumer-led strategies.

Leo Lu
Chief Operations Officer

Internal Promotion
Brings over 20 years of manufacturing and operations experience and has been with MyEco Group since its ASX listing in 2015. Experienced in operational scalability.

Rob Morgan
Chief Technology Officer

Established Executive
Brings deep technical and industry experience and has been with MyEco Group since its ASX listing in 2015. Has led technology innovation in resin, film, consumer and commercial products.

Yann Hessel
Chief Financial Officer & Company Secretary

Appointed March 2026
Brings 25+ years cross-sector finance experience across both ASX-listed and privately held organisations. Known for driving financial discipline through transformation phases.

4 A highly experienced Board of Directors

James Walsh

Non-Executive Chairman

A Chartered Accountant with over 35 years of board experience across public and private companies. His expertise includes MBOs, IPOs, capital raising, debt funding, and acquisitions.

Richard Tegoni

Non-Executive Director

Has led the transformation of MyEco Group over the past 15 years from a small, listed materials business to a global company supplying Australia's number one compostable bag brand to over 2400 stores within Australia

Stephen Walters

Executive Director

A veteran in the flexible packaging industry having held senior management positions with Orica Limited (formerly ICI Australia) and Stellar Films Group

Natalya Jurcheshin

Non-Executive Director

A qualified chartered accountant and experienced non-executive director and CFO with finance, governance, operational and strategy skills developed throughout Australia, North America, Ukraine and Russia

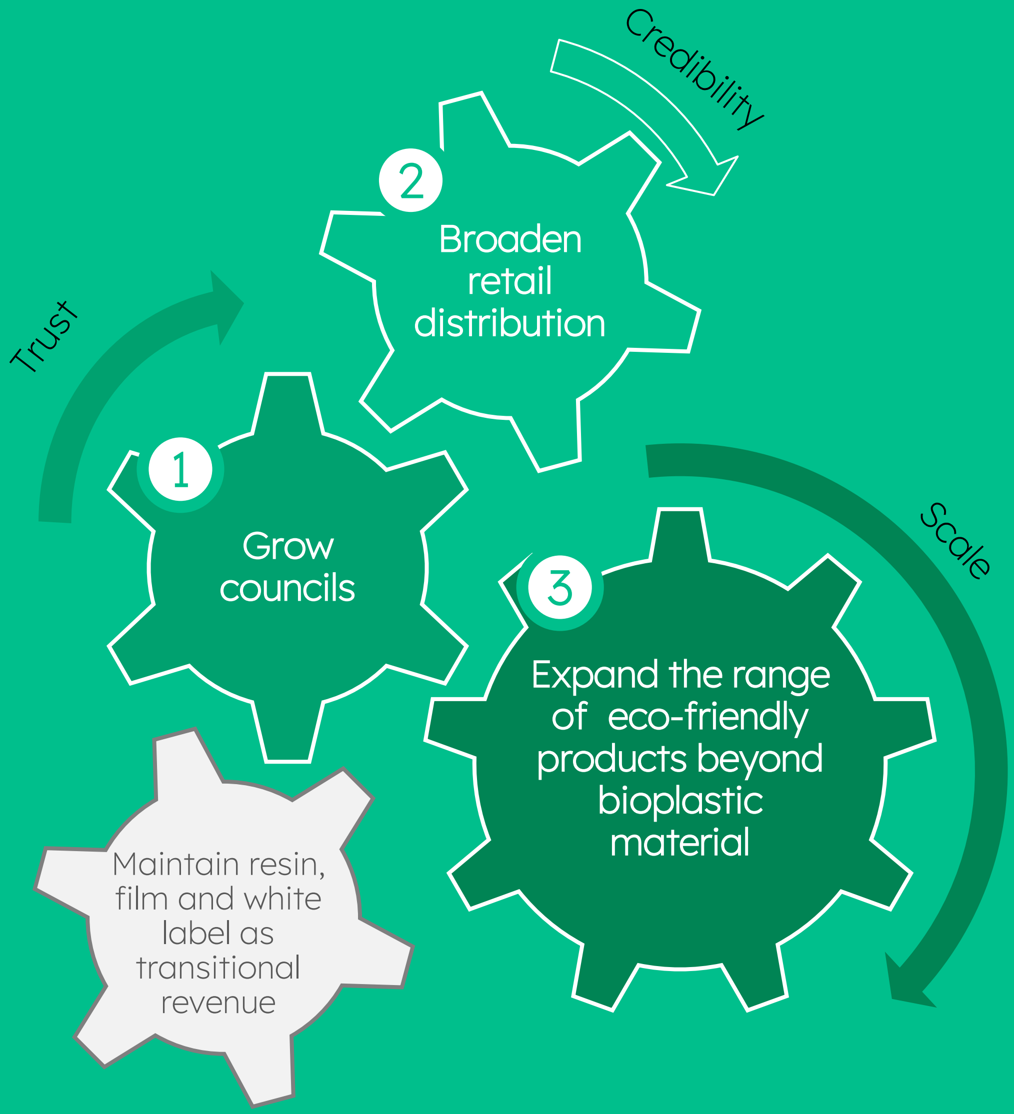
Donald Haller Jr.

Non-Executive Director

A US-based experienced professional in Finance and Strategy who advises and invests in emerging companies and is passionate about value-added management reporting and creating shareholder value

Clear path to growth acceleration and profitability, leaning on:

- ✓ Market-leading compostable brand
- ✓ Trusted certifications and proprietary know-how
- ✓ Long-standing council and retail customer relationships
- ✓ Scalable distribution network
- ✓ A seasoned, results-driven leadership team



Q&A

myeco group

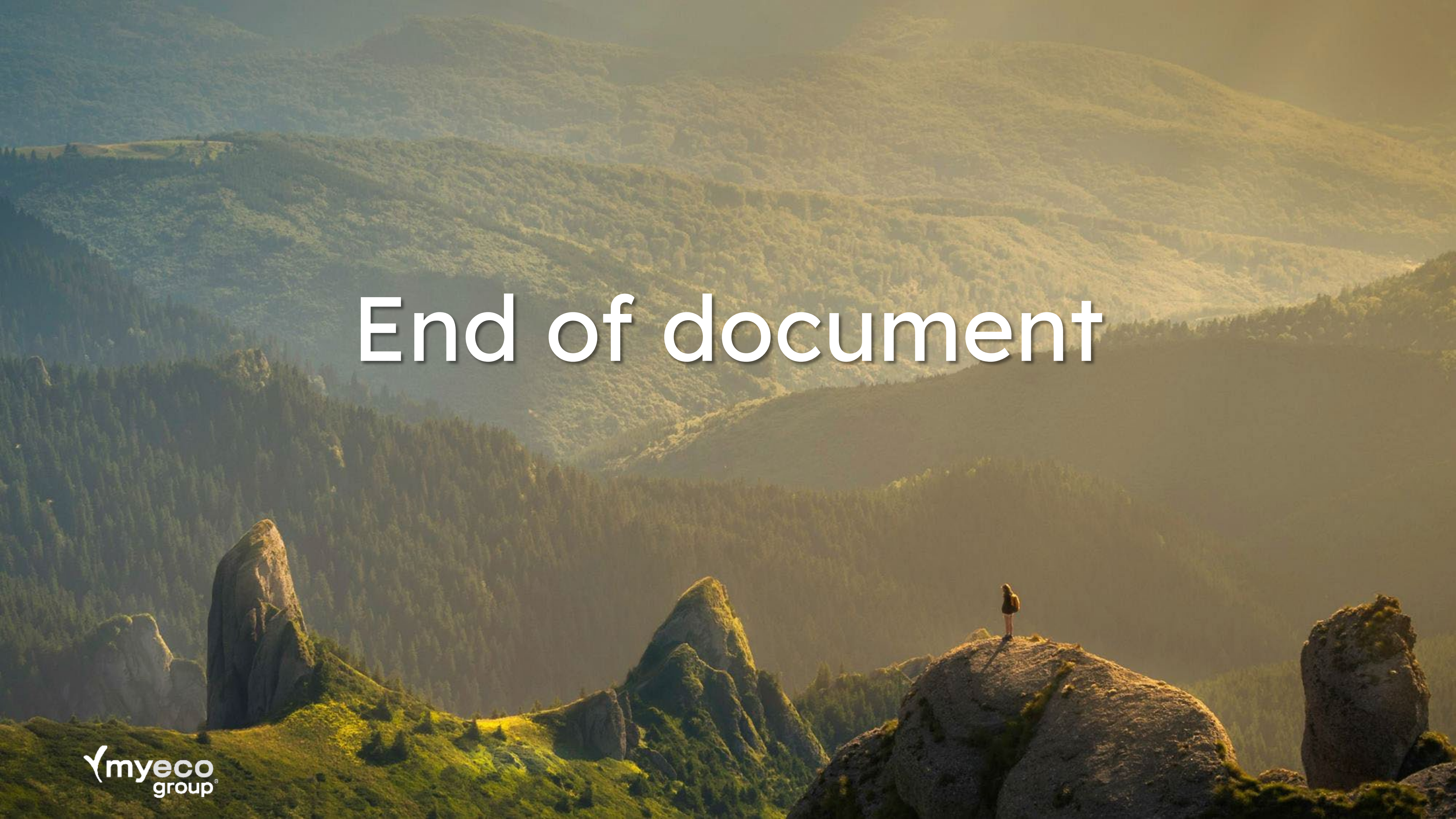
Forward Looking Statements Disclaimer

This presentation may contain “forward-looking statements.” Such forward-looking statements may include, without limitation:

- estimates of future earnings;
- estimates of future production and sales;
- estimates of future cash costs;
- estimates of future cash flows;
- statements regarding future debt repayments; and
- estimates of future capital expenditures.

This document may include forward looking statements. Forward looking statements include, but are not necessarily limited to, statements concerning MyEco Group’s planned operational program and other statements that are not historic facts. When used in this document, the words such as “could”, “plan”, “budget”, “estimate”, “expect”, “intend”, “may”, “potential”, “should” and similar expressions are forward looking statements. Although MyEco Group believes its expectations reflected in these are reasonable, such statements involve risks and uncertainties, including but not limited to risks and uncertainties relating to impacts that may arise from the Middle East Crisis, and no assurance can be given that actual results will be consistent with these forward-looking statements. MyEco Group confirms that it is not aware of any new information or data that materially affects the information included in this announcement and that all material assumptions and technical parameters underpinning this announcement continue to apply and have not materially changed.

All financial amounts are expressed in Australian dollars unless otherwise indicated. The Company trades globally using over four different currencies which may materially impact the consolidation of the group’s accounts and may impact the outcome of future events or results expressed or implied in this presentation.


End of document
myeco
group