

Thursday 6<sup>th</sup> January 2022

## **DIRTY CLEAN FOOD SIGNS OAT MILK DISTRIBUTION AGREEMENT FOR HONG KONG & MACAU**

### **Highlights:**

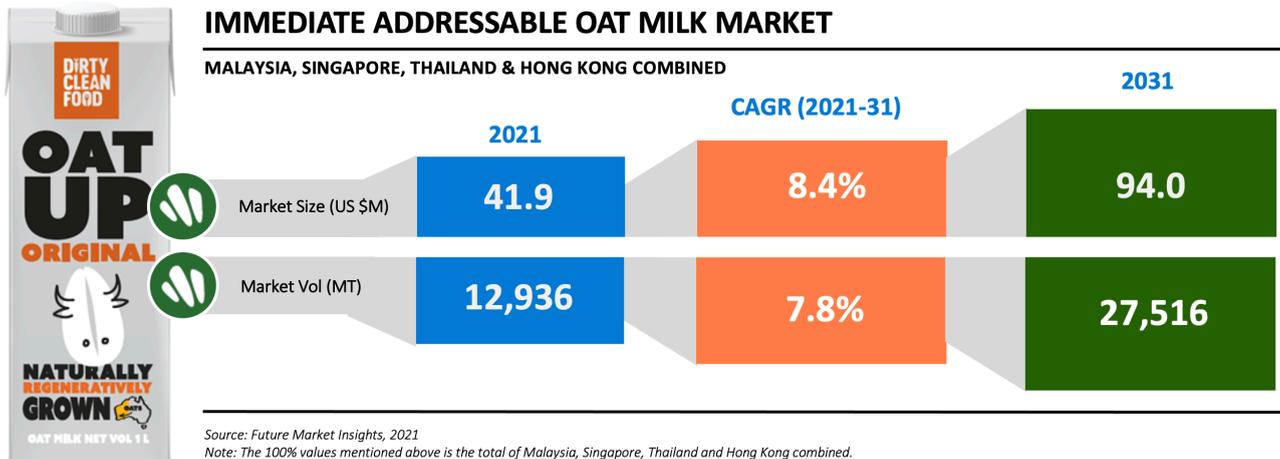
- *Dirty Clean Food has secured a new 3-year distribution agreement with Metro Alliance Ltd. to carry the Company's carbon-neutral, regenerative oat milk in Hong Kong and Macau*
- *Metro Alliance Ltd. is a subsidiary of Bright Food Global Distribution Company Ltd, servicing over 1,600 locations in Hong Kong and Macau*
- *Wide Open Agriculture and Metro Alliance expect the agreement to generate revenue of approximately \$700,000 per annum for Dirty Clean Food*
- *The agreement covers all four flavours of Dirty Clean Food oat milk – Original, Barista, Chocolate, and Coffee – with the first shipment expected to arrive in March 2022*
- *The Company continues to expect to add new regions with Dirty Clean Food Oat Milk distribution in coming months*

**Wide Open Agriculture Limited (ASX: WOA)** (“WOA” or the “Company”), is pleased to announce that it has signed a distribution agreement with Metro Alliance Ltd. in Hong Kong (“Metro Alliance”) to have Dirty Clean Food’s Oat Milk available for purchase in Hong Kong and Macau.

Dirty Clean Food’s Oat Milk is the world’s first oat milk that is carbon neutral and produced with regeneratively farmed oats.

Metro Alliance is one of the subsidiaries of Bright Food Global Distribution Company Ltd, a leading sales and distribution partner operating in retail packaged goods and food service industries across the Asia Pacific regions, covering Hong Kong, Macau, China, Australia and New Zealand. Metro

Alliance specialises in the bridging between Hong Kong consumers and worldwide fine food brands, focusing on taste, health and excitement. The company has extensive relationships with leading retailers and food service companies in Hong Kong, with over 1,600 locations in its distribution network, making it an ideal partner for distributing Dirty Clean Food’s Oat Milk.



“We are thrilled to work with Metro Alliance,” said Dirty Clean Food CEO Jay Albany. “We view Hong Kong and Macau as strategically important markets as we further the expansion of our brand into plant-based products in Asia.”

Under the agreement, Metro Alliance will become the exclusive distribution partner for sales, marketing and management of Dirty Clean Food Oat Milk within Hong Kong and Macau for three years. Metro Alliance has estimated first year retail sales of approximately AUD\$1,700,000, representing revenues of approximately AUD\$700,000 for Dirty Clean Food.

Metro Alliance Head of Marketing, Regina Kan, said “Metro Alliance is honoured to work with Wide Open Agriculture and excited to bring Dirty Clean Food’s high quality Oat Milk into the Hong Kong and Macau markets.”

Securing a distribution partner for Hong Kong and Macau further demonstrates Dirty Clean Food’s growing global presence and ambitions. Hong Kong and Macau add to Singapore in Asia, the six Gulf Cooperative Countries in the Middle East, and the national expansion across Australia with Woolworths for Dirty Clean Food’s Oat Milk in the last six months. The Company continues to expect to add new regions with Oat Milk distribution in coming months as it progresses on the construction of a commercial scale plant-based milk facility in Australia, which is expected to produce the world’s lowest carbon emissions per litre of oat milk.



	TERRITORY / COUNTRY	DATE	TERM	ESTIMATED SALES
	Singapore	5 Oct 2021	Two year exclusive agreement	Minimum AUD\$500,000 within the first 12 months <sup>1</sup>
	Australia	22 Nov 2021	Non-exclusive agreement	Estimated AUD\$750,000 per annum <sup>2</sup>
	UAE Saudi Arabia Kuwait	6 Dec 2021	Two year exclusive agreement	Minimum AUD\$150,000 in first year & minimum AUD\$150,000 in the second year <sup>3</sup>
	Hong Kong Macau	4 January 2022	36 month exclusive agreement	Estimated AUD\$700,000 per year

“We see the time as now for oat milk,” said Jay Albany, CEO of Dirty Clean Food. “Over the last year we have invested in expanding our portfolio of regenerative and plant-based products, while building the distribution required to accelerate growth. It is clear that our value proposition is resonating globally as we plan for robust sales growth in oat milk during 2022.”

#### KEY MATERIAL TERMS OF DISTRIBUTION AGREEMENT

- *General.* Metro Alliance will offer Dirty Clean Food’s Oat Milk for sale in Hong Kong and Macau.
- *Delivery.* The first shipment is expected to be delivered to Metro Alliance by March 2022.
- *Demand.* Both parties anticipate that demand will be approximately 25,000 units per month. This figure is an estimate.
- *Exclusivity.* WOA agrees to 36 months of exclusivity with Metro Alliance from March 1<sup>st</sup>, 2022.
- *Flavours.* In addition to Original Flavour, Metro Alliance will carry Dirty Clean Food Barista Oat Milk (1L), Dirty Clean Food Chocolate Oat Milk (1L), and Dirty Clean Food Coffee Oat Milk (1L).
- *Shelf Life & Storage.* WOA will ensure that product arriving at Metro Alliance has a minimum shelf life of six (6) months. Product may be stored in ambient temperature and is best sold in the chilled section in store.
- *Term.* It is intended that this agreement will cover 36 months depending on the performance.

This announcement has been authorised and approved in accordance with the Company’s published continuous disclosure policy and has been approved by the Board.

[ENDS]



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### **About Wide Open Agriculture Ltd**

Wide Open Agriculture (WOA) is Australia's leading ASX-listed regenerative food and agriculture company. The Company's innovative Dirty Clean Food brand markets and distributes food products with a focus on conscious consumers in Australia and South-East Asia. Products are chosen based on their market potential and the positive impact they deliver to farmers, their farmland and regional communities. The company is based in the Wheatbelt of Western Australia. WOA operates under a '4 Returns' framework and seeks to deliver measurable outcomes on financial, natural, social and inspirational returns.

WOA is listed on the Australian Securities Exchange (code: WOA) and the Frankfurt Stock Exchange (code: 2WO) and is the world's first '4 Returns' publicly listed company.

*1 – ASX Announcement (5th October 2021): OatUP secures distribution Partner & orders placed for the Singapore market*

*2 - ASX Announcement (22nd November 2021): Dirty Clean Food Signs Oat Milk Distribution Agreement with Woolworths*

*3 - ASX Announcement (6th December 2021): Dirty Clean Food signs oat milk distribution Agreement for middle east markets*

[www.wideopenagriculture.com.au](http://www.wideopenagriculture.com.au)

[www.dirtycleanfood.com.au](http://www.dirtycleanfood.com.au)

