

8 October 2019

First Full Quarterly Sales of \$200,000 for grass-fed, regenerative beef and lamb

- \$200,000 of sales in quarter ended 30 September 2019 of regenerative, grass-fed beef and Dorper lamb to WA food service & restaurant sector and online customers in first full quarter of operations
- September sales surpassed \$70,000 and represented approximately 68% growth over the company's first full month of sales in June 2019
- More than 35 restaurants and food service partners are now receiving Wide Open Agriculture's regenerative products in Perth and Margaret River
- Successful launch of the Dirty Clean Food consumer brand and online home delivery to the Perth market
- Development of retail distribution partner network has commenced

Regenerative food and agriculture company Wide Open Agriculture Ltd (ASX: WOA) (WOA or "the Company") is pleased to announce that sales of regenerative, 100% grass-fed beef and Dorper lamb to the WA restaurant sector & online sales surpassed \$200,000 during the three month period ending 30 September 2019. Sales were made to more than 35 restaurant and food service customers.

During the quarter WOA launched a new consumer brand Dirty Clean Food focused on connecting regenerative farmers directly to consumers through retail and online channels.

The website, DirtyCleanFood.com.au launched on schedule at the end of August and has received positive feedback from initial customers receiving direct delivery of regenerative products to homes in Perth.

WOA Managing Director Dr Ben Cole said: "Our first quarter of sales have been greater than anticipated and have demonstrated the capacity of our brand to connect with leading chefs and engaged food consumers across Western Australia. Feedback has been fantastic and interest continues to grow in our product range and story."

"Our objective is to be Australia's brand of choice for engaged consumers who respond not just to the amazing taste and quality of our products, but to the provenance of our regeneratively farmed products.

"We have completed our retail packaging development and are now focused on developing a network of retail partners, this will be followed by the launch of a range of value-added plant-based and meat products to continue to expand our customer base and diversify our revenue streams," Dr Cole said.

+ About Wide Open Agriculture Ltd

Wide Open Agriculture (WOA) is a regenerative food and agriculture company based in the Wheatbelt region of Western Australia. The Company's innovative brand distributes food products with a focus on consumers in Australia and Asia. Products are chosen based on their market potential and the positive impact they deliver to farmland and regional communities.

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.

www.wideopenagriculture.com.au

www.dirtycleanfood.com.au

More information:

Wide Open Agriculture

Dr Ben Cole, Managing Director

ben@wideopenagriculture.com.au

[+61 415 387 270](tel:+61415387270)

