

29 October 2019

ASX Announcement

Meat export licence granted for access to South-East Asian markets

- **Non-packer meat export licence has been granted to WOA**
- **Licence presents opportunity to formally engage with South-East Asian export markets with regenerative, grass-fed beef and lamb product lines**
- **Export represents the ‘fourth’ sales channel to accompany food service, online and retail channels for WOA’s regenerative food brand, Dirty Clean Food**

Regenerative food and farming company Wide Open Agriculture Ltd (ASX: WOA) (WOA or “the Company”) is pleased to announce the Department of Agriculture and Water Resources has granted a non-packer meat export licence to the Company.

A non-packer meat export licence permits the Company to market and distribute meat into export markets including South-East Asia.

Meat and Livestock Australia¹ reported sales to South-East Asian countries were valued at \$850 million for Australian chilled/frozen beef and \$330 million for lamb/mutton in 2018.

WOA Managing Director Dr Ben Cole said: “Western Australia’s leading chefs and online consumers have validated our position as a premium, healthy food brand. We are excited by the opportunity to offer our innovative brand and exceptional grass-fed beef and lamb to South-East Asian markets.

“We have recently engaged in a number of meetings and farm visits with online and retail distributors with sales channels in Singapore, Hong Kong, Thailand, Malaysia, Indonesia and China. With this licence we are now armed to progress these discussions to the next stage of business development,” Dr Cole said.

“Our objective is to be the brand of choice for conscious consumers in Australian and Asian markets. Conscious consumers demand amazing taste and quality but also the provenance of regeneratively farmed products.

Earlier this month, the Company launched a direct to consumer online sales platform under our new food brand - Dirty Clean Food™. Available on the [Dirty Clean Food™](https://www.dirtycleaneat.com.au) website.

+ About Wide Open Agriculture Ltd

¹ Meat and Livestock Australia – MLA Snapshot, Beef & Sheepmeat. South-East Asia. August 2019 – www.mla.com.au

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 South-East 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

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