



ASX Announcement

12th May 2023

Clarifying Announcement - OJC enter export juice markets – Aldi China

The Original Juice Co. Limited (ASX: OJC, or 'the Company') refers to the ASX Announcement "OJC enter export juice markets – Aldi China", released on the 9th May 2023. The company wishes to provide further information in respect to the materiality of the agreements that have been entered into.

Key announcement

- **OJC has entered into a juice supply agreement with Aldi China and has gained further export market entries into China and Malaysia.**

OJC confirm export juice sales with the execution of Aldi China Agreement, along with other key retailers.

The Company would like to provide further clarification in relation to the level of materiality of the agreements that have been referred to in the previous announcement. As announced, OJC have agreed to terms to supply Aldi China with three key products under their private label brand 'Urban Eaters', and has also executed Distribution Agreements with Evergrow and Happy Valley to distribute our orange and apple juice one litre varieties, into both the Chinese and Malaysian markets.

Prior to the agreements entered into with Aldi China, Evergrow and Happy Valley, OJC has been providing its premium Australian juices only to domestic supermarket retailers and domestic industrial customers. The Company believes this announcement is significant to the businesses forward performance, as these agreements mentioned above provide great opportunity to provide premium Australian not-from-concentrate (NFC) juices across a brand new distribution channel and into a new international market with a population of 1.4 billion people.

Although at this stage the value of sales attributed to these agreements is unknown, Aldi has agreed to range three premium juices in all of their stores located in Shanghai. As stated in our announcement, the first shipment is for five containers and initial forecasts for a further two containers per month. It is important to note, that like many retail supply agreements, it is open ended with no specified term and without minimum commitments.

The success of the relationship with Aldi Australia, provides management great confidence that this agreement with Aldi China will allow the business to expand its international presence and open further ranging opportunities.

The company feels it is important to update our shareholders on the export opportunities that have been entered into as export has been an important strategic objective that has previously been communicated to the market and our shareholders. It is for these reasons mentioned above that



management see this as a material step forward for the business, delivering on our strategic plans for global expansion.

This announcement was authorised by the OJC Board.

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About The Original Juice Co. Limited

The Original Juice Co. Limited (ASX: OJC) is an Australian-based food processing company that uses a combination of conventional juice processing equipment and custom-developed equipment and processes to manufacture a range of high-quality juices, fibres, infused fruits and fruit waters that are sold as branded products or ingredients to customers domestically and overseas.

OJC uses a range of processing technologies, including Counter Current Extraction (CCE) technology which was developed in conjunction with Australia's CSIRO to extract juice from fruit and vegetables. Its processing facilities are located in Mill Park, Victoria. OJC is aiming to generate shareholder value through exploring opportunities for growth in the functional food, beverage and nutraceutical markets in Australian and key international markets, including China.