

## ASX RELEASE

2 May 2022

# EzyDog and SECOS enter strategic partnership to supply over 600 pet retail stores

## Highlights

- Leading pet specialty company, EzyDog Pty Ltd (EzyDog) has entered into a strategic supply agreement with SECOS Group Ltd (SECOS) for the manufacture of a new LOGIN® range of Compostable and Biohybrid® pet waste bags in the Australian market.
- The new LOGIN® range is being stocked and sold via EzyDog's retail distribution channels of over 600 Pet Specialty stores, Veterinary Clinics and via its dedicated online sales channel.
- SECOS has received initial launch orders of more than \$175K, with significant sales growth expected, subject to instore sales.
- EzyDog have indicated their intention to expand distribution into the US market following the launch of their new Pet Waste bag range within Australia.
- Ezydog is dedicated to supplying pet owners with products made from the finest raw materials and has a solid reputation within the Pet industry.
- EzyDog has supplied pet accessories to Pet Specialty stores, Veterinary clinics and online since 2006 and now sells around the world through wholly owned subsidiaries, EzyDog U.S., EU and China or via Distributors.
- The successful launch of LOGIN® pet waste bags into the Australian market further adds to the partnerships SECOS has entered into to supply quality private label products into markets around the world. .

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The Board of sustainable and eco-friendly Biopolymer producer SECOS Group Limited (ASX: SES, "SECOS" or "the Company") is pleased to provide the market with an update on progress of its partner branded commercialization activities.

Ian Stacey said, "We are delighted to have begun supplying EzyDog with its new LOGIN® compostable pet waste range. EzyDog has been very successful in the specialty pet market with access to established retail channels and we expect the new LOGIN® product range to be well received by pet owners across Australia".

SECOS has been working with Ezydog to provide a new easy-to-use pack to dispense dog waste bags directly by owners and another pet dispenser suitable for retail stores.



The availability of SECOS' partner branded and own branded compostable bags via pet stores will further broaden the penetration to pet market channels for SECOS' compostable products.

Along with partner brands, SECOS continues to develop further opportunities for growth in new markets for its own branded MyEcoBag® and MyEcoPet® line of products and is working to garner market share in grocery and convenience stores in Australia, the USA, Latin America and elsewhere.

This announcement was authorized for release by the Board of SECOS Group Limited.

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## About SECOS Group Limited

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SECOS Group Limited (ASX: SES) is a leading developer and manufacturer of sustainable packaging materials. SECOS supplies its proprietary biodegradable and compostable resins, packaging products and high-quality cast films to a blue-chip global customer base. SECOS Group is integrated from resin production, into film (cast and blown) production and can develop bespoke compostable solutions for a range of applications.

SECOS holds a strong patent portfolio and the global trend toward sustainable packaging is fueling the Company's growth.

The Company's headquarters and Global Application Development Centre are based in Melbourne, Australia. SECOS has a Product Development Centre and manufacturing plant for resins and finished products in China and resins plant in Malaysia. The Company also has manufacturing plants for high quality cast films in Malaysia.

SECOS has sales offices in Australia, Malaysia, China, and USA, with a network of leading distributors across North Americas, Mexico and Latin Americas, Europe, Asia, the Middle East, Africa, and India.

## Disclaimer and Explanatory Notes Forward Looking Statements

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This document may include forward looking statements. Forward looking statements include, but are not necessarily limited to, statements concerning SECOS' 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 SECOS 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 Covid-19, and no assurance can be given that actual results will be consistent with these forward-looking statements. SECOS 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.

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