

11 July 2025

Tooru plc

("Tooru" or the "Company")

Corporate Update - Juvela

Further to the announcement of 1 July 2025 in relation to the operating businesses acquired from S-Ventures, Tooru is pleased to provide an update on Juvela Limited ("Juvela"), the provider of gluten-free foods which has recently started to supply a range of different "free from" products. Juvela is 100% owned by the Company.

Scott Livingston, CEO reports: "Over the past 12 months, Juvela has been laying the groundwork for real, sustainable growth - across our products, our brands, and our retail footprint. That momentum is now turning into results."

Juvela Retail

For the 52 weeks to 17 May 2025, the retail business has increased retail outlet sales by 93.1% compared to the previous 52 week period. That growth is market-wide - driven by consumer demand, increased distribution, and a renewed focus on relevance and occasion.

In nine months, Juvela's distribution points have increased from under 500 to nearly 3,000, moving from a single white loaf in Tesco to a multi-SKU range across three of the UK's major grocers. Juvela believes that it has now achieved a step change in both visibility and velocity.

OAF

Launched in June 2025, the new brand OAF was created to challenge convention in gluten free - with bold branding, a simple message, and products that "punch well above their weight."

At the 2025 "Free From" Food Awards, every one of Juvela's OAF products won an award- including Gold, Silver and Bronze in the Bread category - [Free From Food Awards 2025 Winners](#) Juvela believes that this kind of recognition is rare for a brand this new, and it is already driving strong engagement with retailers and consumers alike.

Juvela is now in active discussions to expand both the range into new subcategories and occasions, and the distribution footprint with new partners.

The Road Ahead

- Continued investment in both Juvela and OAF
- A dual-brand strategy supporting leadership across prescription and retail
- Innovation focused on unmet needs and under-served moments in gluten free

Building on a successful start to 2025, the Company believes that there is significant potential for growth.

Enquiries:

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