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Tooru plc

("Tooru" or the "Company" or the "Group")

OAF to be listed in ASDA stores

Tooru, an AIM listed company focused on the branded health and wellness sector, is pleased to provide an update on OAF, its retail-focused free-from brand.

The Group's leading branded gluten free producer, Juvela, launched OAF, last year with initial listings established with TESCO. OAF has continued to make excellent progress since then, growing sales and increasing the number of different products listed by TESCO and the number of stores where they can be purchased. In particular, building on this success, TESCO has confirmed that it will be adding three new OAF products into their free-from aisle after Easter.

In addition, another major UK food retailer, ASDA has now confirmed that certain OAF products will be listed in its stores from the beginning of April 2026. This is testament to the attractiveness of OAF as a new brand in the free-from sector, a market segment that is exhibiting high rates of growth as consumers increase their focus and awareness on the ingredients within popular food products.

Scott Livingston, CEO, said:

"Our new OAF brand continues to go from strength to strength as consumers demand healthy and free-from options. This progress is clearly demonstrated by the agreement with ASDA to stock our products in a number of their stores. We are continuing to develop our distribution not only for OAF but across our portfolio from which we expect to deliver additional sales growth as the year progresses."

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