



DUG® launches on world's largest dedicated online supermarket, Ocado

Veg of Lund has signed an agreement with Ocado Retail to stock and sell its plant-based drink DUG® from January 2022. Ocado Retail, a joint venture between Ocado Group and Marks & Spencer, is the UK's fastest growing supermarket and delivers to around three quarters of British households.

With an extensive range of almost 50,000 products, Ocado has spent the last twenty years delivering a market-leading online grocery service. As a sustainable retailer with the lowest food waste of any British grocer, Ocado has a dedicated eco shop, helping conscious consumers find greener options when shopping online.

Rachel Eales, Buying Manager at Ocado Retail:

"We're excited to be the first UK grocery retailer to stock DUG. As appetite for sustainable alternatives increases, DUG is a great addition to our wide range of products on Ocado, helping our customers get their hands on tasty plant-based milk alternatives as part of their regular food shop."

"Ocado.com has proven that it is possible to sell food to consumers online. They have an efficient supply chain and wastage is significantly below the industry average. This and their focus on new and sustainable foods means we have high hopes for DUG to quickly find its way to many UK consumers who want to use a super-sustainable alternative to both animal milk and various plant-based drinks," says Emma Källqvist, acting CEO and CFO of Veg of Lund.

For more information, please contact:

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About Veg of Lund

Veg of Lund develops unique plant-based foods meeting consumers' demands for taste and sustainability. The company has roots in research at Lund University and owns patented methods for developing new food categories in the fast-growing market for plant-based foods. Veg of Lund's climate-smart and tasty products are sold in Europe and Asia under the DUG® brand. The company's shares are listed on the Nasdaq First North Growth Market under ticker VOLAB. Read more at ir.vegoflund.se. Eminova Fondkommission AB is the company's Certified Adviser and can be contacted via telephone: +46 8 684 211 10 or e-mail: adviser@eminova.se.

About Ocado Retail

Ocado.com (operated by Ocado Retail) is the world's largest dedicated online supermarket, and is a joint venture between Marks & Spencer Group and Ocado Group.

With over 830,000 active customers, Ocado Retail is the UK's fastest-growing supermarket. Customers benefit from an unbeatable range of almost 50,000 products – including big-name brands, more than 7,000 items from the M&S food and drink range and Ocado's Own-Range –



unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of Ocado's distribution centres using world-leading software and technology. Shopping is then delivered directly to customers using a network of regional spokes in one of Ocado's vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.