

Immediate Release

## Vitasoy Launches New Range of Fortified Oat Yogurts in Australia Nutrition-Rich Products Crafted with Locally Grown Oats



*Oat Yogurt range is available in three flavours including Blueberry, Summer Fruits and Vanilla.*

(HKSAR, 27 September 2023) Vitasoy International Holdings Limited (“Vitasoy” or the “Company”) unveiled its latest range of new plant-based products – Oat Yogurts in Australia. Made with Australian grown oats at Vitasoy’s state-of-the-art facility in Albury-Wodonga, the new Oat Yogurt range is available in three flavours, including Blueberry, Summer Fruits and Vanilla. Perfect on their own or as an addition to other food, the creamy and tasty Oat Yogurts are nutritionally fortified with protein and calcium.

**Mr. Roberto Guidetti, Group Chief Executive Officer of Vitasoy,** said, “Vitasoy is recognised as a pioneer of plant-based products. Following the incredible consumer response to our Greek Style Soy Yogurt portfolio launched last year, we saw a great demand to diversify the product range using an oat milk base. The Company has taken its established credentials in making great tasting, nutritious plant-based milk and responded to demand from consumers to introduce an additional plant-based yogurt range to the market that delivers on taste, texture and nutrition.”

Vitasoy’s Oat Yogurts are made with locally grown Australian oats which is a natural source of beta-glucan, a dietary fiber. Additionally, Vitasoy’s Oat Yogurt range is fortified with calcium, protein, vitamins B12 and D to provide you with the essential nutrients that your body needs. Vitasoy’s Oat Yogurts’ Four Health Star Rating in Australia makes them an excellent choice for those seeking a healthy and delicious start to the day, a nutritious snack or used as an ingredient in other meals, such as smoothies, pancakes or breakfast bowls. The new oat-based yogurts have the same classic dairy-based texture, with a thick, smooth and creamy consistency.

“We are committed to creating a plant-based yogurt that is easier for people to reach their recommended daily nutritional intakes, while tasting delicious,” added Roberto.



*Vitasoy's Oat Yogurt range naturally contains beta-glucan and has been fortified with calcium, protein and vitamins B12 and D.*

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## About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr. Kwee-seong Lo in Hong Kong China, the Company strives to promote sustainable plant-based nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in China, including Mainland China and Hong Kong Special Administrative Region, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and included as a constituent of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index, and the Hang Seng Stock Connect Hong Kong Index, among others.

Vitasoy website: [www.vitasoy.com](http://www.vitasoy.com)

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