



# MARLEY SPOON

## COVID-19 - INCREASED SALES AND DELIVERIES

### MARKET UPDATE

**Berlin, Sydney 20 March 2020:** Marley Spoon AG (“Marley Spoon” or the “Company” ASX:MMM), a leading meal kit provider for home cooking is providing investors the following update.

The outbreak of COVID-19 and government countermeasures are causing an unprecedented surge in demand for Marley Spoon’s home delivered meal kits in all our markets.

While acknowledging the uncertainties of this operating environment, to date we are managing this significant scale up while still upholding high levels of food safety and safeguarding the health of our employees. We are expanding our workforce globally and providing additional jobs in our communities. Our food supply chain has proven resilient as we provide essential supplies, for example experiencing freedom of movement across European state borders. We have been able to adapt menu choices to respond to food shortages or price increases.

These trends have emerged after an already strong start to 2020: Q1 2020 revenue is expected to be above EUR 42.0m, showing accelerating growth of more than +40% year-on-year compared to Q1 2019, with only the last two weeks of March showing the benefits of the recent surge in demand. At the same time, customer acquisition costs and marketing expenses have started to drop significantly. We expect Q2 2020 also to be impacted by this trend.

Marley Spoon CEO Fabian Siegel highlighted,

“Customers are staying home and want to cook for their families. We are dedicated to upholding the strictest food safety standards so that our meals are delivered safely and reliably every week. Receiving fresh food direct to your door without exposure to the public is as much about staying healthy as it is about being safe. The team at Marley Spoon is proud to be able to help in this crisis delivering food to our customers and fulfilling its role as an essential business.”

This announcement has been authorised for release to ASX by the Board of Directors of Marley Spoon AG.

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### **About Marley Spoon**

Marley Spoon is a global subscription-based meal kit service that is bringing delightful, market fresh and easy cooking back to the people. Founded in 2014, Marley Spoon currently operates in three primary regions: Australia, United States and Europe (Austria, Belgium, Germany, Denmark, Sweden and the Netherlands).

With Marley Spoon, you decide what to eat, when to eat, and leave behind the hassle of grocery shopping. To help make weeknights easier and dinners more delicious, Marley Spoon creates meal kits that contain step-by-step recipes and pre-portioned seasonal ingredients to cook better, healthy meals with their loved ones.

As consumer behaviour moves towards valuing the convenience aspect of cooking, Marley Spoon's global mission through its three brands Marley Spoon, Martha & Marley Spoon, and Dinnerly, is to help millions of people to cook better and also live smarter by radically reducing food waste.