



11 November 2022

NZX/ASX Code: MFB

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The Board is delighted to announce the appointment of Mark Winter as the permanent Chief Executive Officer of My Food Bag, effective immediately. Mark has been the interim CEO of My Food Bag since the departure of Kevin Bowler on 14 October 2022 and before that was the company's Chief Financial Officer.

Mark joined My Food Bag in 2019 having previously held senior roles at Fonterra. Mark has been an integral part of My Food Bag's success, helping drive a significant period of growth for the business, navigate the challenges posed by the pandemic and transition the business to a listed company.

My Food Bag's Chair, Tony Carter, says "The Board is extremely pleased that Mark has accepted the opportunity to become My Food Bag's permanent CEO. After careful consideration of the needs of the role and the desired attributes of our next CEO, the directors unanimously agreed that Mark was the ideal candidate. Mark is passionate about My Food Bag, has in-depth knowledge about the business and continues to show his impressive leadership and commercial skills. Mark is excellent at getting the best out of those around him and has earned the respect of the Board, employees and other stakeholders."

Mark Winter, says "I'm really excited about having the opportunity to step into the CEO role on a permanent basis and to lead My Food Bag. Despite there being a number of challenges ahead in the current economic and inflationary environment, My Food Bag remains an exceptional business with a clear purpose to inspire Kiwis to be happier and healthier, one meal at a time. I'm looking forward to leading My Food Bag through its next phase and the initiatives already underway to optimise our business operations to unlock future growth in FY24 and beyond."

My Food Bag will commence its search for a new Chief Financial Officer shortly. In the meantime, Jeremy Edmonds will continue as My Food Bag's interim CFO.

Authorised by:

Board of Directors of My Food Bag Group Limited

Ends

For investor or analyst queries, please contact:

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