



# MARLEY SPOON

## APPOINTMENT OF COO AND RENEWAL OF CEO APPOINTMENT

**Berlin, Sydney, 4 October 2023:** Marley Spoon SE ("Marley Spoon" or the "Company" ASX: MMM), a leading global subscription-based meal kit provider is pleased to announce that today it has appointed Daniel Raab as member of the management board (*Vorstand*) of Marley Spoon Group SE / COO succeeding Rolf Weber, who will continue in his role as Director and CEO of Marley Spoon Australia, as well as extended the appointment of Fabian Siegel as Chairman of the Management Board and Chief Executive Officer with retroactive effect as of 1 September 2023 until 31 August 2028.

Daniel has 24 years of experience in e-commerce, retail and distribution including B2C and D2C business models across different industries, both in Europe as well as in the United States. Amongst other companies, he worked at Amazon for 7 years and led two private equity backed e-commerce companies to success – including a successful IPO.

Mr. Siegel founded Marley Spoon and has been Marley Spoon's CEO since 2014. He will continue in the role of CEO to lead the execution of Marley Spoon's accelerated growth strategy. Information on Mr. Siegel's professional experience can be found in the prospectus released by Marley Spoon dated 6 June 2018.

Marley Spoon Chairman, Mr. Christian Gisy, said *"After a dedicated and well-structured process Daniel stood out as the best candidate for the COO role of Marley Spoon who will help drive revenue and profitability to new heights. Let me further express my gratitude for Rolf Weber's input and dedication across so many years, we are happy he stays and will support Daniel and the company in the continued growth journey. Fabian has made outstanding contributions to the performance of Marley Spoon during his time as CEO. Driven by his vision and dedication, Marley Spoon has evolved from a start-up business into a respected, market leading global provider of technology enabled meal kit solutions. With untapped market potential we enter the next phase of our growth under Fabian's strong leadership and with couple of new hires that will support the growth."*

**COMPANY INFORMATION:**  
Fabian Siegel, Marley Spoon  
CEO  
fabian@marleyspoon.com

**INVESTOR QUERIES:**  
Julia Stoetzel  
Junicorn Consulting  
julia@junicornconsulting.com

**REGISTERED ADDRESS:**  
Paul-Linke-Ufer 39/40  
10999 Berlin  
Germany

*Fabian said "I'm excited about the opportunity to continue to lead Marley Spoon through this its next phase for growth as the channel switch to online shopping continues. I believe we are still on Day One in the development of our Company and I will endeavour to continue to work with our team in building on the strong culture of Marley Spoon as well as continue to grow the business to deliver increased value for all of our stakeholders."*

Simultaneously, Marley Spoon Group SE ("MSG"), a 84% shareholder In the Company, appointed Daniel Raab as member of its management board (*Vorstand*) / COO and entered into a service framework agreement with Fabian Siegel which will replace the current service agreement with the Company.

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

**END**

### **About Marley Spoon**

Marley Spoon SE is a global direct-to-consumer (DTC) meal-kit company. Our Vision is to “Build a better everyday, just for you, just right”. We started Marley Spoon in 2014 to help our customers to cook for their families and deal with their busy lives. We also felt there should be a more sustainable way to cook at home, reducing food waste that traditional supermarket supply chains generate. Marley Spoon currently operates various brands in three regions: Australia, the United States, and Europe (Austria, Belgium, Germany, Denmark, and the Netherlands). Our meal-kit brands, Marley Spoon, Martha Stewart & Marley Spoon, and Dinnerly, bring pre-portioned fresh ingredients with tasty and simple recipes and other eating solutions reliably to our customers every week. Our customers just decide what to eat, when to eat, and leave behind the hassle of grocery shopping. Chefgood is our direct-to-consumer ready-to-heat (RTH) service that offers premium-priced, high-quality, healthy, and nutritious RTH meals and eating solutions for our wellness and health-focused customers.