

25 June 2024

DONUT KING OCCASIONS MOVES INTO FULL QUEENSLAND LAUNCH

Retail Food Group Limited (ASX: RFG) is pleased to announce that our innovative eCommerce solution Donut King Occasions (dkoccasions.com.au) has successfully moved from pilot into a full launch into Queensland stores.

Approximately 50% of Queensland Donut King stores have immediately signed up to launch the service which provides our Franchise Partners an incremental revenue stream without any additional rent and minimal additional labour.

Participating Donut King stores become mini factories with our eCommerce solution sending the order directly to the closest store to minimise delivery costs. Donut King Occasions targets unique occasions for celebrating birthdays, baby showers and corporate morning teas with an Average Transaction Value 3.8x higher than in store transactions.

Donut King Occasions will launch into Queensland stores in June before a staged national launch in July and August.

This announcement has been authorised by RFG's Chief Executive Officer.

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About Retail Food Group Limited:

RFG is a global food and beverage company headquartered in Queensland. It is Australia's largest multi-brand retail food franchise manager and is the owner of iconic brands including Gloria Jean's, Donut King, Brumby's Bakery, Crust Gourmet Pizza and Beefy's Pies. The Company is also a roaster and supplier of high-quality coffee products, supplied under the Di Bella Coffee brand.

For more information about RFG visit: www.rfg.com.au.

Sign up for investor alerts at: <https://investorhub.rfg.com.au/auth/signup>

donutking.

OCCASIONS

DONUTS DELIVERED

Donut King Occasions rolls out to Queensland Stores

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OCCASIONS

YOUR EVENT SORTED WITH DONUTS DELIVERED

FROM \$35

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OCCASIONS

ORDER ONLINE
dkoccasions.com.au

FROM CATERING TO GIFT IDEAS, SENDING DONUTS IS AS EASY AS...

- 1 CHOOSE YOUR DONUTS**
FROM OUR HUGE RANGE
- 2 PICK YOUR ADDONS**
FROM BALLOONS TO CARDS
- 3 WE DELIVER**
TO MAKE ANY OCCASION A TREAT!

ORDER NOW!

SCAN QR CODE

Delivery is not available to all locations. Please refer to dkoccasions.com.au for details on service areas and terms of sale.

dkoccasions.com.au

- 50% of Queensland stores signed up to DK Occasions within 2 weeks
- Each outlet can service a 10km radius around their store
- Immediate coverage of major Queensland population areas
- Donut King Occasions is a key part of our multi-brand eComm strategy following our successful launch of Rack'em Bones BBQ Ribs in FY24
- National roll out in Q1 FY25

Simple for our network to execute

18 box combinations across two sizes makes 36 options for launch



Simple for our network to execute

Premium Donut boxes create a premium gifting or catering experience for customers

RETAIL
FOOD
GROUP

donutking.
OCCASIONS
DONUTS DELIVERED

LET'S DOUGH!



Simple for our network to execute

Box sleeves allow for personalisation to the gifting or catering occasion



Targeted approach to market

Occasion creators

Want to provide a hassle free catered treat solution that has wow factor.

Want to provide effortless treats for everyone at the occasion.

Gift givers

Want to send a unique treat experience to mark an occasion or celebration.

Want to amplify the gifting experience that could include the un-boxing or adding personal touches.



Excellent customer feedback

Good Value &
Happy



Website is easy
to use & great
notifications



Product was
fantastic &
exciting to
receive 🍩



**YOUR EVENT
SORTED!**

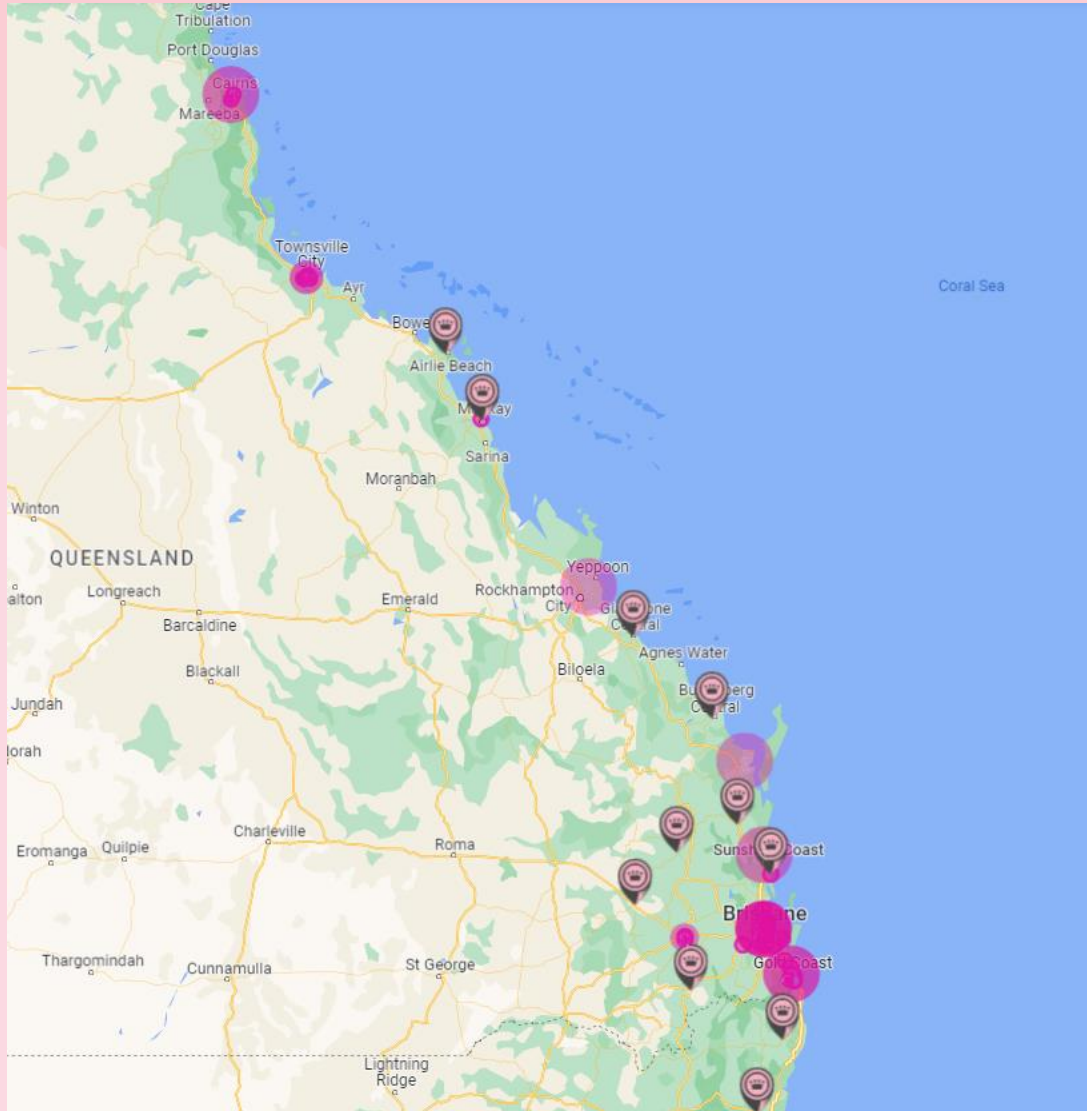
GET DONUTS DELIVERED at dkoccasions.com.au



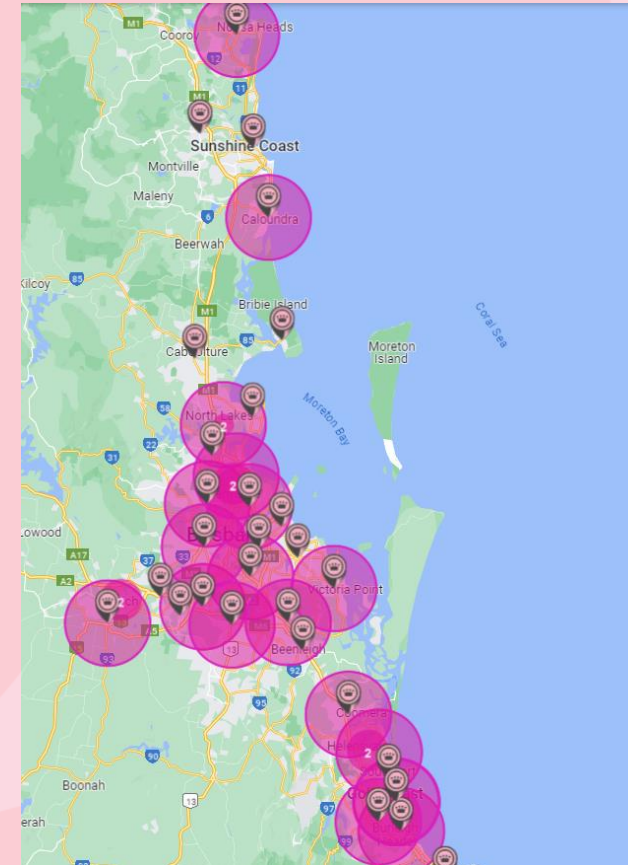
Donut King Occasions Business Model

- ① **Leverages our national footprint with no additional rent and minimal additional labour**
- ① **Incremental volume to our Franchise Partners tapping into a large existing donut delivery market beyond malls**
- ① **Average Transaction Values in the pilot were 3.8x higher than in store brand average**
- ① **RFG earns eComm fees & franchise service fees and is responsible for ecommerce, delivery and customer service**

Donut King Occasions launches in QLD ahead on national rollout



Coverage over South East Queensland population centers



**TEAM
NAILED IT?**
**SEND THANKS WITH
DONUTS DELIVERD.**

Order at dkoccasions.com.au



**NERVOUS
BRIDE?**

**SEND SUPPORT WITH
DONUTS DELIVERD.**

Order at dkoccasions.com.au



A top-down view of a social gathering around a table. The table is covered with a teal patterned cloth and has several glasses of amber-colored drinks. In the center, a white box of donuts is open, showing a variety of donuts with different toppings. A pink box with the 'donutking OCCASIONS' logo is being held by a person's hand. The overall atmosphere is warm and social.

**NOT
SPEAKING?**

**SEND APOLOGIES WITH
DONUTS DELIVERD.**

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