

**ASX Announcement  
5 August 2020**

**Maggie Beer increases presence in the \$1B Australian prepared meals market**

Maggie Beer Holdings Limited (ASX code: MBH) (“MBH” or “the Company”) provides the following market update on incremental ranging of its plant-based prepared meals.

- New incremental ranging of 3 ‘Maggie’s Food for Life’ ready to eat meals nationally in Coles supermarkets.
- All variants are plant based, flavour driven, fibre and protein rich.

MBH will launch “Maggie’s Food for Life” Plant Based Meals range, in approximately 400 Coles stores nationally, from mid-October 2020, targeting the fast growing, prepared and plant-based meals category. The launch will be supported by an integrated sales and marketing plan driven by MBH, including video clips by Maggie Beer with serving suggestions, to be shared by MBH’s and Coles’ digital media channels.

As previously announced, Maggie Beer Products launched its plant-based meals in independent supermarkets in H1 FY20 and this launch into Coles is an important step in the Company’s strategy to grow its ranging in the prepared meals category.

Commenting on the launch Maggie Beer said “I’m always driven by flavour, but I also want every ingredient to be full of the right nutrients to look after myself. I’m so pleased to be able to launch the “Maggie’s Food for Life” range of plant-based meals with Coles, so consumers can now enjoy a convenient, nutritionally balanced and great tasting meal from my family to theirs. Being plant-based, they are perfect for vegetarians and vegans though I often add dairy such as ricotta or goats curd to make it indulgent for myself or you can serve as an accompaniment to any other protein that you choose – I’ve come to celebrate plant protein as the way I want to eat much of the time, whether I cook from scratch, or have these in my fridge for when time is of the essence”.

The variants include Boston Style Smoky Beans, Creamy Coconut Curry with Mild Indian Spices and Eggplant & Cannellini Bean Caponata and all three are a good source of protein and excellent source of dietary fibre.

CEO, Chantale Millard said “we are very excited to be working with Coles to launch our plant-based ready meal range nationally with them. Our expansion in prepared meals is consistent with our strategy to focus on our core brand strengths. People know that when they buy a product from Maggie Beer Products, it is going to taste great and contain quality Australian ingredients. Our better-for-you plant-based meals fulfill the growing need for people to have flavoursome, nutritional food that is also convenient and fits their busy lifestyles. We are currently working on new products to extend our range further in this very large and fast-growing ready meals market.

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**Authorised by:** The Board

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