

## ASX Announcement

### Maggie Beer Holdings Limited (ASX:MBH)

13 October 2020

### Maggie Beer Products e-commerce sales increase 237% in Q1 FY21 and forms strategic partnership with Marley Spoon

Maggie Beer Holdings Limited (**MBH** or the **Company**) provides the following market update.

- **Maggie Beer Products e-commerce sales increase 237% in Q1 FY21 over Q1 FY20**
- **MBH forms strategic partnership with Marley Spoon to deliver specially curated Maggie Beer Cheese Packs to Marley Spoon customers**

#### E-Commerce Sales

Following on from the 220% growth in e-commerce sales achieved in Q4 FY20 (over Q4 FY19) Maggie Beer Products has achieved 237% growth in its e-commerce sales in Q1 FY21, over the same prior year period. Although e-commerce sales currently make up less than 5% of the Maggie Beer Products total net sales, the e-commerce channel has become a key strategic focus for the business. Growth is being driven by an improved digital marketing plan, better engagement with its 55,000 Food Club members and an increased social media presence from the “Cooking with Maggie” series that has now achieved over 5.25m views across social media platforms.

Maggie Beer Products is on track to launch its new e-commerce platform in November 2020, in time for its busy Christmas trading period. The new website and e-commerce platform will have improved mobile device functionality, enhanced delivery and payment options and provide a frictionless consumer shopping experience.

#### New Partnership with Marley Spoon

MBH is pleased to announce that it has formed a partnership with Marley Spoon, which will enable Marley Spoon customers to purchase a specially curated Maggie Beer cheese board pack with their weekly orders from the 23 November 2020, through to Christmas.

MBH CEO, Chantale Millard, said “we are excited to be working with the Marley Spoon team and to give Marley Spoon customers the ability to access a specially curated Maggie Beer Products cheese and preserves pack, delivered straight to their door. A key part of our strategy is to form partnerships with great businesses and brands and Marley Spoon is a great fit. We believe our Maggie Beer cheese packs will complement the Marley Spoon meal kits and enhance the overall value proposition to their customers. We look forward to building a strong partnership with Marley Spoon and we look forward to working on other projects with them”.

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Marley Spoon Australia CEO, Rolf Weber, said “Maggie Beer is one of most recognised and trusted names in Australia. Partnering with such a respected brand is testament to the growth of Marley Spoon since the beginning of 2020. We look forward to providing a unique product to customers this Christmas season and to exploring future collaborations with Maggie Beer.”

We look forward to providing shareholders with further business updates at the Company’s AGM on 15 October 2020.

***All FY21 financial information contained in this announcement is based on unaudited accounts unless otherwise stated.***

-Ends

**Authorised by the Board**

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