

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

6 May 2021

**Maggie Beer Holdings Limited delivers strong double-digit growth in FY21 & secures additional national ranging & new business****Key Points**

- Maggie Beer Products secures national ranging of its new range of Finishing Sauces and Bone Broths, launching in Woolworths and independent supermarkets in October 2021
- MBH Group continues to generate strong double-digit growth with net sales increasing by +18% April 2021 YTD versus prior year
- Maggie Beer Products continues its strong growth with net sales growing +29% April 2021 YTD versus prior year
- Hampers & Gifts Australian (**HGA**) continues to perform strongly with net sales growing +96% April 2021 YTD versus prior year
- The combined business of MBH & HGA is expected to generate revenue in excess of \$85 million p.a. and more than \$11m in trading EBITDA p.a. (on a full 12-month basis)

**ADDITIONAL RANGING & NEW BUSINESS WINS**

Maggie Beer Products is excited to be partnering with Woolworths to launch its new range of Finishing Sauces and Bone Broths in October 2021 with the products being launched nationally in at least 75% of Woolworths stores. The launch of the new products is part of the business's strategy to expand its core Maggie Beer Products range and further reduce the seasonality of the business with these year-round cooking essentials.

The launch of the new products will expand on the Maggie Beer Products range in Woolworths, which already contains the successful Cooking Stocks range, all of which have been designed to bring delicious flavours, with minimal effort, to dishes cooked at home. The new range will include four different flavoured Finishing Sauces and two Bone Broths and will be made from all-natural ingredients with no added preservatives. This new ranging demonstrates the continued innovation and effectiveness of the Group's new product development program and strong relationship with key retailers. The range will also be launched in October 2021 nationally in leading independent supermarkets.

**ACQUISITION OF HGA**

HGA continues to perform strongly with sales growing +96% April 2021 YTD compared to the same time last year.

Everything is on track for the business acquisition and integration to be successfully completed in May 2021.

## BUSINESS UPDATE

The MBH Group continues to perform strongly with double-digit growth in net sales versus prior year. The Maggie Beer Products business continues to be the key generator of growth, with its core business and e-commerce business combined, growing strongly +29% YTD April 2021 versus prior year.

The easing of the Covid-19 restrictions in Melbourne has seen sales in Saint David Dairy restored to pre-Covid 19 levels and April 2021 YTD net sales are now +9% on prior year.

Paris Creek Farms April 2021 YTD net sales are +5% on the prior year. The April 2021 YTD net sales position for Paris Creek Farms has been impacted by the re-alignment of its private label business, which resulted in reduced sales, but increased profitability. Pleasingly, Paris Creek Farms is gaining new branded ranging and distribution points in Victoria and has also been successful in gaining ranging of its new branded Greek Yoghurt range in Woolworths and Coles in South Australia.

With the Paris Creek Farms business now on a solid footing, the Company is conducting a strategic review of the business in an effort to unlock greater shareholder value.

Chantale Millard, CEO said “we are very pleased with the continued growth in the MBH Group, in particular the strong growth of the Maggie Beer Products business. It is also great to see Hampers & Gifts Australia continuing to demonstrate excellent growth over FY20, including over the sharp uplift in sales experienced by the e-commerce industry in April 2020 from the Covid-19 pandemic lockdown. With the recent successful completion of the capital raise to purchase HGA and the launch of the two new products lines for Maggie Beer Products later this year, we are expecting our strong growth to continue into FY22 and beyond, as the MBH Group cements its position as the premium food and beverage brand in the entertaining and e-commerce space. We look forward to welcoming our shareholders at the EGM on 20 May 2021”.

-Ends

***This announcement has been approved by the Board of Directors of Maggie Beer Holdings Limited. All financial information is unaudited.***

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