

ASX ANNOUNCEMENT



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

17 October 2022

CEO RESIGNATION & TRANSITION PLAN

Maggie Beer Holdings Ltd (**MBH** or the **Company**) today announced that its CEO and Managing Director, Chantale Millard, has advised that she intends to resign at the end of this calendar year. Ms Millard's resignation comes at a time when the successful transformation of MBH is all but complete with the divestment of the Company's non-core dairy assets well progressed, with one asset sold and another underway. The Board has commenced an external search process for a timely and orderly transition to a new CEO.

Chantale joined the Group as CEO of Maggie Beer Products, before being appointed CEO of Maggie Beer Holdings in November 2019 and led the very successful capital raise, acquisition, and integration of Hampers & Gifts Australia (HGA) in 2021. The Board congratulates Ms Millard for her combined 8 years of service with Maggie Beer Products and Maggie Beer Holdings and for successfully leading the Company through a period of restructure, transformation and growth, underpinned by consistently solid financial results.

MBH Chairman Reg Weine said: "I would like to thank Chantale for her exceptional leadership over the past 8 years. During her time as CEO of MBH, the Group has undergone a significant transformation and strategic repositioning and enjoyed significant commercial success as Australia's leading purveyor of premium food, beverage, and gifting products. The Board has accepted Chantale's resignation and has commenced a search for a new leader who can build on Chantale's legacy and spearhead the next phase of growth.

"Chantale is providing the MBH Board with ample notice of her plans and has agreed to continue with the Group in a project-based capacity in the new year, to ensure the completion of key strategic initiatives currently underway, and to allow the new CEO to transition into the business and focus on future growth plans.

"Chantale will continue as CEO until the appointment of her successor, providing leadership continuity and enabling a smooth transition," Mr Weine said.

MBH CEO, Chantale Millard said: "I would like to thank the MBH Board and our teams for the opportunity and privilege to lead such a wonderful group and iconic brand. I am proud of what we have achieved together and to be handing over the leadership at a time when the Group is in a strong financial position. With a clear strategy for growth, I am excited for the new CEO, who will take over at a time when the Group has so much future potential to expand and grow."

-Ends

Authorised for release by the Board

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