

ASX Announcement

Maggie Beer Holdings Limited (ASX:MBH)

8 November 2022

2022 AGM AND TRADING UPDATE

Maggie Beer Holdings Ltd (**MBH** or the **Company**) will today hold its 2022 AGM and provides the following trading update:

Q1 FY22 Covid-19 lockdown highs proved difficult to cycle, but sales have strengthened in Q2 FY23

- Net sales decreased by 22.1% vs Q1 FY22 with Q1 FY22 sales boosted by Covid-19 lockdowns
- However, net sales increased by 10.4% on Q1 FY21, a quarter also boosted by Covid-19¹
- GM% increased by 1.7pts to 52.7% vs Q1 FY22 showing positive impact of price increases & cost controls
- Strong balance sheet with \$5 million in cash, no drawn debt and cashflow to accelerate over the busy Christmas months²
- Group inventory levels remain higher than Q1 FY22, to protect it against supply chain disruptions and ensures MBH is well placed to respond to demand over the busy Christmas period. Inventory will convert to cash during Q2 and Q3 FY23
- 900k active subscribers on our combined data base
- St David Dairy divested on 31 August 2022

FY23 Outlook

- Q2 FY23 net sales started well with October 22 performing in line with the previous year, giving us confidence for Q2 FY23
- Upweighted investment in brand building and marketing initiatives in H1 FY23 across retail and e-commerce
- GM% expected to remain strong
- Strong headwinds continue with inflation impacting freight, raw material costs & consumer sentiment across some segments

¹ Pro forma results include unaudited HGA results prior to the acquisition on 21 May 2021

² Only asset backed leases/debt

- Group remains resilient and will weather the current economic conditions whilst taking advantage of opportunities

The Group has everything in place for a great Christmas and with the positive signs from e-commerce trading in October 22, the Group has confidence that momentum is returning to that sector. Grocery retail has performed well so far in FY23 and the Group is expecting strong sales across its key entertaining and cooking categories over Christmas.

The Group's higher than normal inventory position will protect it against supply chain disruptions and allow it to respond to increased demand over the busy Christmas trading period. As this inventory position unwinds over Q2 FY23, cash will increase substantially. With no drawn debt³, the Group continues to be in a strong position to weather the current economic cycle & take advantage of growth opportunities.

We look forward to welcoming those who can attend our in-person AGM today at 12.00pm (AEDT) at the Melbourne Offices of Hall & Wilcox Level 11, Rialto South Tower, 525 Collins Street Melbourne.

NB: All FY23 financial information contained in this announcement is based on unaudited accounts unless otherwise stated

Authorised for release by the Board

For enquiries please contact:

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³ Only asset backed leases/debt