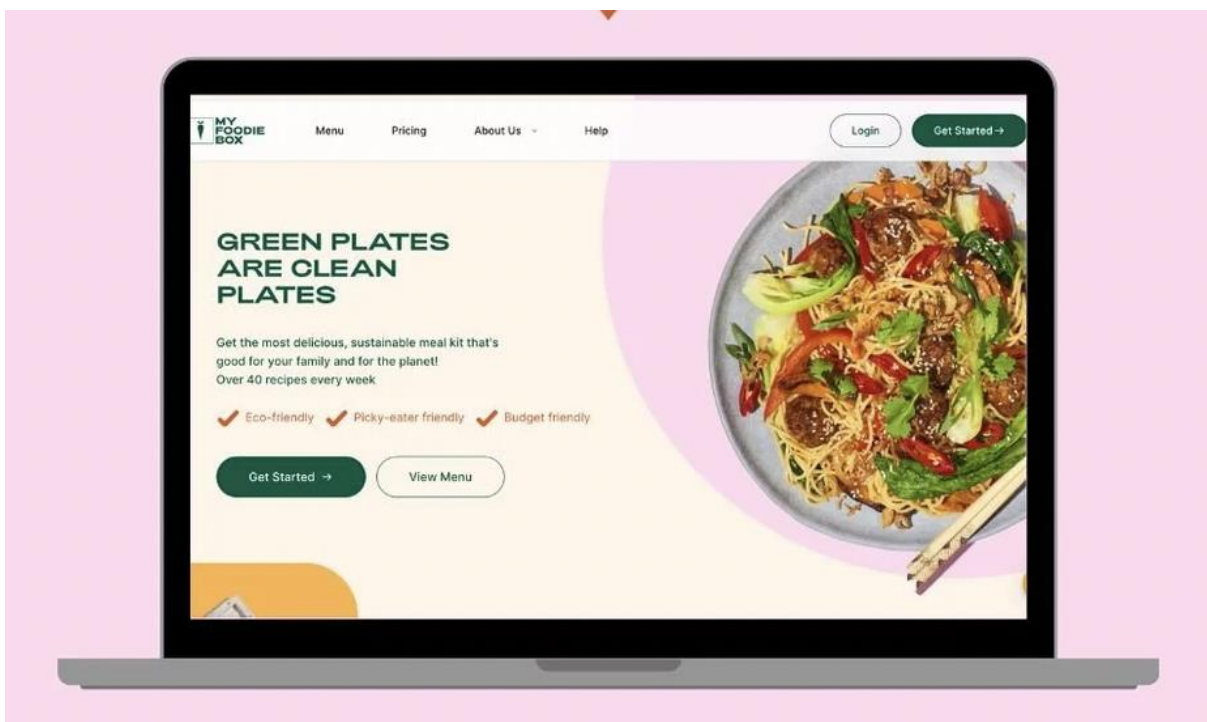




Local taste, less waste meal kits

ASX RELEASE | 9 JUNE 2023

My Foodie Box Introduces New Website, Elevating Customer Experience and Convenience



My Foodie Box Limited (ASX: MBX) (“MBX” or “the Company”) is pleased to announce the successful launch of its new website.

My Foodie Box, Australia's premier provider of gourmet meal kits, is thrilled to announce the launch of its new website, delivering an unparalleled digital experience for its valued customers. This exciting development marks a significant milestone in enhancing convenience, personalisation, and culinary inspiration for our loyal customer base.

The revamped website is thoughtfully designed to cater to the evolving needs and preferences of our customers, offering a host of features and benefits that will revolutionise their meal planning and preparation journey.





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The utilisation of advanced technology in our new website will play a pivotal role in propelling our business towards significant growth and scalability. With a robust and scalable infrastructure, our website will be able to handle increased traffic, support efficient transactions, and accommodate a growing product range.

Digital recipe cards: Customers will be able to access our recipe cards from any device and from anywhere. This also aligns with My Foodie Box's commitment to environmental sustainability as customers will have the option to opt out of the paper version of our recipe cards.

Customisable Meal Plans: The ability to personalize meal plans based on dietary requirements, family size, and desired number of servings. Customers can easily modify their preferences, ensuring a tailored experience that meets their unique needs.

Streamlined Ordering Process: A simplified and intuitive ordering system that enables customers to select their desired recipes and ingredients with ease. The website provides a seamless and hassle-free shopping experience, saving time and effort for our customers.

Future features to be released:

App: The App is fully developed and it is standard practice to give the new website a couple of weeks from launch until adding the App. We are looking forward to that next milestone.

Marketplace Portal: A dynamic and interactive portal that will allow My Foodie Box to expand our product offerings beyond our core meal kit offering. This platform will increase traffic and exposure as it will attract a larger customer base and also offer more cross-selling and upselling opportunities to our current database. The Marketplace release is in line with My Foodie Box's growth strategy to become a major online grocery retailer.

Customer Reviews and Ratings: An interactive platform that allows customers to provide feedback, rate recipes, and share their culinary successes. This feature fosters a vibrant community where customers can exchange tips, recommendations, and engage in culinary discussions.

Loyalty Program: A user-friendly and interactive platform that will help foster customer loyalty and encourage repeat purchases. The technology used behind the loyalty program will also give us access to actionable data that will assist My Foodie Box in tailoring our offering, optimising marketing strategies, and identifying opportunities for growth and innovation.



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"We are excited to introduce our new website, which is designed to elevate the My Foodie Box experience for our valued customers," said Mai Hughes, CEO & Co-Founder at My Foodie Box. "By offering enhanced personalisation, an extensive recipe library, and a seamless ordering process, we aim to inspire our customers in the kitchen and make their meal planning journey even more convenient and enjoyable."

My Foodie Box invites both existing and new customers to explore the new website at www.myfoodiebox.com.au and take advantage of its innovative features. We remain committed to delighting our customers with exceptional service, culinary exploration, and the highest-quality meal kits.

For further inquiries, please contact:

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About My Foodie Box:

My Foodie Box is Australia's leading provider of gourmet meal kits, delivering fresh, locally sourced ingredients and chef-designed recipes directly to customers' doors. Our mission is to inspire and empower home cooks with restaurant-quality meals, culinary exploration, and a hassle-free cooking experience.

For more details go to: <https://www.myfoodiebox.com.au>

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This ASX Announcement has been authorised for release by the Board of My Foodie Box Limited.