

ASX Announcement

Maggie Beer Holdings Limited
(ASX: MBH)



5 June 2025

SALE OF PARIS CREEK FARMS

Maggie Beer Holdings Ltd (**MBH** or the **Company**) today announces that, in keeping with the Company's stated objective to dispose of non-core assets and simplify the operating structure of MBH, a binding agreement for the sale of its wholly owned subsidiary, Paris Creek Farms (**PCF**) has been executed.

The agreement for the sale of PCF is with Katoomba Global Foods Pty Ltd (**KG Foods**), an Australian-owned and operated food manufacturer and distributor based in Victoria. The total consideration for the transaction is \$500,000, with the buyer also assuming all existing liabilities, including staff entitlements, as part of the sale. Completion is expected to occur within 10 business days.

This strategic divestment is aligned with MBH's ongoing focus on strengthening its core premium brands and refining its operational priorities. The transaction supports the Group's broader strategy to streamline its portfolio, reduce complexity, and enable targeted investment in high-growth, high-value areas of the business.

Importantly, the divestment of Paris Creek Farms will also result in annualised cashflow savings for the Group of circa \$2.2 million.

The transition also ensures continuity of operations at Paris Creek Farms, with local production and the brand continuing in the market. These outcomes were central to the transaction and reflect the value placed on the business's local legacy and contribution.

Hamish McLeay, General Manager of the Company's South Australian-based Maggie Beer Products and Paris Creek Farms, commented:

"This is a positive step forward for the Group, allowing us to sharpen our strategic focus on our core premium brands, particularly Maggie Beer Products. This divestment enables us to simplify our operations and better allocate resources to the areas with the greatest potential for growth. We're pleased to see Paris Creek Farms continue under the ownership of KG Foods, with local jobs and brand presence maintained."

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Mark Lindh, Chair, commented: “The divestment of Paris Creek Farms is an important step in our strategy of simplification and accelerated profitability for MBH. We look forward to updating our shareholders on all of our progress with the release of the Company’s full year results.”

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This announcement has been authorised by the Board of Directors.

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Authorised for release by the Board.

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