

ASX ANNOUNCEMENT



Maggie Beer Holdings Limited
(ASX:MBH)

31 October 2023

2023 ANNUAL GENERAL MEETING

Chair's Address

In my **Chair's address** today, I would like to provide shareholders with some context to our strategy including the short-term activities to improve revenue and earnings and the medium-term strategies to fully realise the potential of the assets and the Group. I will also discuss the new leadership appointments we have made over the past year.

I am privileged to have been appointed your Chair. Let me assure you, I am focused on working with the board and management team to deliver longer term sustainable value creation for shareholders in MBH.

I want to acknowledge and thank our former Chair, Reg Weine. Reg was Chair for 3 years until August 2023 and announced his resignation from the Board on 26 October 2023. Reg elected to resign to enable him to focus his attention on his role as CEO at Bubs Australia. While we were disappointed, we understand the reasons for Reg's decision and we wish him every success in this position.

I would also like to acknowledge and thank two senior executives who left MBH during the year. Chantale Millard, was our CEO for over 8 years and Eddie Woods was our CFO for 7 years. We also wish them well for the future.

It is important to acknowledge at the start of my address, that the Board is acutely aware that the current share price is disappointing.

This is in spite of Maggie Beer Holdings having 2 fantastic assets:

- The Maggie Beer Brand; and
- The online platform which currently trades as Hampers and Gifts.

We believe that it is our role, to extract the maximum value from these 2 assets, for the benefit of the shareholders.

Our strategy for leveraging the value to shareholders from these assets includes:

- New Leadership appointments we have made over the past year;
- A focus on executing with excellence across the peak Christmas trading period; and



- Medium term strategies which we will continue to update you on, which have the purpose of maximising the business value of the Maggie Beer Brand, and leveraging the online platform.

I am privileged to have been appointed your Chair. Let me assure you, I am focused on working with the Board and management team to deliver longer term sustainable value creation for shareholders in MBH.

Board focus

As a Board, we understand and acknowledge that there is a lot of work to do, particularly to win back our investors' confidence. We have implemented several strategic initiatives to build a stronger business. These include:

- the acquisition of Hampers and Gifts Australia which is not only a profitable business in its own right, but also enhances the direct to market opportunity for Maggie Beer products. Now that the earnout period has expired, we can work hard to optimise the businesses. We also believe that we can extract more value from this online platform;
- the divestment of the St David Dairy business and the reclassification of Paris Creek Farms as a continuing asset for the manufacture and supply of Maggie Beer Products, including the strategically important and fast-growing cheese segment;
- investing in a high calibre leadership team with the strategic commercial and leadership experience required to accelerate and deliver the step change in growth of the Company; and
- the development of a strategic refresh to ensure that we fully realise the value of the Maggie Beer Brand, and the potential of Hampers and Gifts Australia (**HGA**).

As a Board, and under Reg's leadership, we have commenced this strategic refresh, by investing in a high calibre leadership team with the strategic, commercial and leadership experience required to accelerate and deliver the step change in growth of the Company.

Leadership Team

Our new CEO, Kinda Grange, joined in March of this year. Kinda was Joint Managing Director of Goodman Fielder where she had an impressive track record of delivering strategic and operational business outcomes, combined with her entrepreneurial and innovation mindset. Our Board believes she is a key part of the management team in our strategy to fully commercialise the value of the Maggie Beer Brand and build scale in our e-commerce business.

Craig Louttit joined as our new CFO in July of this year. Craig was formerly CFO of A2 milk for 7 years and worked closely with the CEO and leadership team during the significant growth phase of that company over that period.

Refreshed strategy

During the year, we launched a refreshed strategy that supports our aspiration to create a \$300 million net sales revenue business with strong margins and return on assets.

There are three pillars to this strategy:

- Optimise and unify our assets;
- Expand the Maggie Beer brand and ensure that we fully realise the potential of this iconic brand; and
- Scale our e-commerce platform by optimising our current offer as well as diversifying into new verticals that leverage our capability and capacity.

Kinda will provide further details of the marketing strategy implemented, together with an update on our progress against key priorities for FY24.

Summary

MBH remains in a strong financial position with clear strategy that positions the business for sustained growth in revenue and earnings. We have a new leadership team in place who will focus on delivering an exciting strategy and I look forward to updating shareholders on our progress.

On behalf of the Board, I want to thank our people, customers, suppliers, and also our shareholders for your continued support of the Company.

-Ends

Authorised for release by the Board

For enquiries please contact:

John Fergusson, Investor Relations +61 407 826 952