

20 November 2025

ASX ANNOUNCEMENT

Chairman's Remarks

Prestal Holdings Limited ("**Prestal**" or the "**Company**"), advises that the following remarks will be made by the Chairman at today's Annual General Meeting:

FY25 remained a challenging period for the Company as the business continues to navigate tough market conditions with consumer sentiment and discretionary spending remaining subdued.

The Company achieved total sales of \$14.7m, declining by 25.1% on the prior comparable period (**pcp**), resulting in management needing to take decisive steps to stabilise performance. Advertising expenditure was significantly reduced in 2H FY25, contributing to a narrowing of operating losses. Although FY25 sales were \$4.9m lower than pcp, 2H FY25 showed signs of improvement, aided by tighter cost controls and a shift to in-house marketing capabilities.

Despite the tough operating conditions, the business has made considerable achievements throughout the year to ensure the business is lean, agile and able to capitalise when consumer sentiment shifts, including the following:

- Successful relocation to a new warehouse facility in Altona North
- Successful introduction of new hamper offerings including licensed collaborations
- Rollout of corporate portal
- Reduction in overall advertising and marketing expenditure, executing more targeted campaigns
- Executed multiple cost saving initiatives, including consolidation of locations and reduction in headcount

Looking forward to financial year 2026, the Board remains cautious on the outlook for the business whilst market conditions remain tough. With the Christmas period traditionally accounting for most of the revenue for the year, a significant focus has been on exploring other avenues to generate revenue and reducing the operating costs of the Company in the off-peak periods.

For the financial year to date, the Company has seen consistent improvements in the monthly results during the off-peak period due as a direct result of the disciplined approach to advertising and marketing initiatives, and the cost savings measures put in place.

Following nearly 6 years of service on the Prestal Board, Fred Harrison resigned from the Board, effective 01 March 2025. On behalf of the Board, I would like to once again thank Fred for his contribution and service to the Company. Upon Fred's resignation, Sam Johnstone was elected as a Non-Executive Director to the Board.

To finish, I would like to thank all of our employees, customers, and suppliers for their continued loyalty throughout the year and their contribution to the business. To all our shareholders – on behalf of the Board, thank you for your ongoing support throughout what was a tough year. We look forward to trade during the upcoming Christmas period and will update shareholders at the first half results.

I finally note that in the Notice of Meeting no recommendation was given to shareholders on how to vote for Resolution 3 – the election of John Homewood as a director. As a majority of shareholders have voted against this, I will vote undirected proxies against the resolution. Also we have lodged with ASX a presentation on Financial Year 2025 which you can read.

For more information, please contact:

Investor & media queries:

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Authorised for disclosure by the Board of Prestal Holdings Limited

