ASX Announcement

Maggie Beer Holdings Limited
(ASX: MBH)

17 February 2026

Market Update – Strategic Review of HGA Operations.

In advance of the release of its first half results for the half year ended 31 December 2025 (**1HFY26**), Maggie Beer Holdings Limited (**MBH** or the **Company**) provides the following update.

Strategic Review of Hampers & Gifts Australia

The Board has determined to accelerate a strategic review of its Hamper & Gifts Australia operation (**HGA**).

This follows a number of unsolicited and non-binding approaches from external parties.

In an increasingly competitive and discount-driven ecommerce environment, the Board believes there are multiple options for shareholders to realise value in the HGA platform as a leading online hampers and gifting business and this will be accelerated to focus on how best to deliver this value creation through potential alliances, mergers or a change in ownership.

The HGA division is expected to deliver revenue of approximately $34.5m and Statutory EBITDA from continuing operations of approximately $3.1m in the first half of FY26.

The Company will continue to focus on improving HGA's sales and profitability, with any decision as to its future to be made in the long-term interests of shareholders over a single trading window.

Maggie Beer Products

The Maggie Beer Products division continued its positive momentum in the first half and is expected to deliver revenue of approximately $18.8m and contribute approximately $0.4m to the Company's 1HFY26 Statutory EBITDA result.

Subject to statutory audit review this will see the Company's revenue for 1HFY26 of approximately $52.9m; compared to $53.8m for the previous corresponding period (**pcp**) with EBITDA from continuing operations expected to be approximately $2.0m ($3.1m pcp).

The Company's continued drive to materially reduce corporate overheads delivered over $1.0m in savings during 1HFY26 and is on track to deliver over $2.0m in annualised savings for the full-year.

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Following the completion of its shareholder supported Placement in December 2025, MBH retains a strong balance sheet with total net assets of $39.0m and a net cash position of $12.6m as of 31 December 2025, with additional undrawn facilities of $6.8m.

The Company will provide further commentary and analysis on the results in the 1HFY26 Report to be released on Friday 27 February 2026.

-Ends

Authorised for release by the Board.

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