

MAGGIE BEER HOLDINGS

ASX : MBH

FY26 H1
INVESTOR
PRESENTATION



FY26 H1 SNAPSHOT

 PASSIONATE

 AMBITIOUS

 NIMBLE







 INCLUSIVE

 COMMUNITY FOCUSED

FY26 H1

Achievements and implementations






Completed

- Simplified and sustainable corporate organisational structure and cost base. 
- Shopify insights through data metrics and platform for growth 
- Operation improvements including MBP freight optimization, MBP inventory control 
- Strong shareholder support for successful \$3 million placement 
- Balance sheet significantly strengthened and debt reduced 
- Board renewal undertaken 

FY26 H2

In progress for H2





In progress

- Pricing strategy, Profitability focus 
- Continued relationship building with major customers and partners, channel focus expansion 
- Improvements implemented for Shopify website (all three sites) 
- MBP Category opportunity assessment for scalable innovation 
- Continued Brand building focus on MBP core categories. 
- Strategic review of HGA operation 

Future

Where to next?

Future goals \$

- Push toward Revenue \$100m+ with improved sustainable profitability 
- MBP growth, NPD, new categories and channels 
- Implementation of Strategic growth plan for MBP 
- Review any possible acquisitions and partnerships 

FY26 H1 FINANCIAL HIGHLIGHTS


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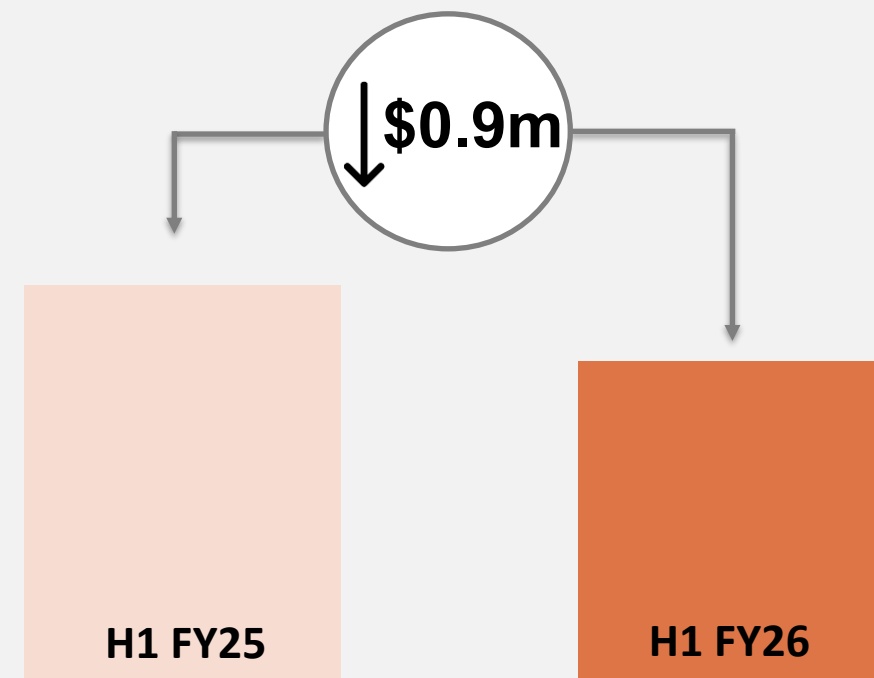

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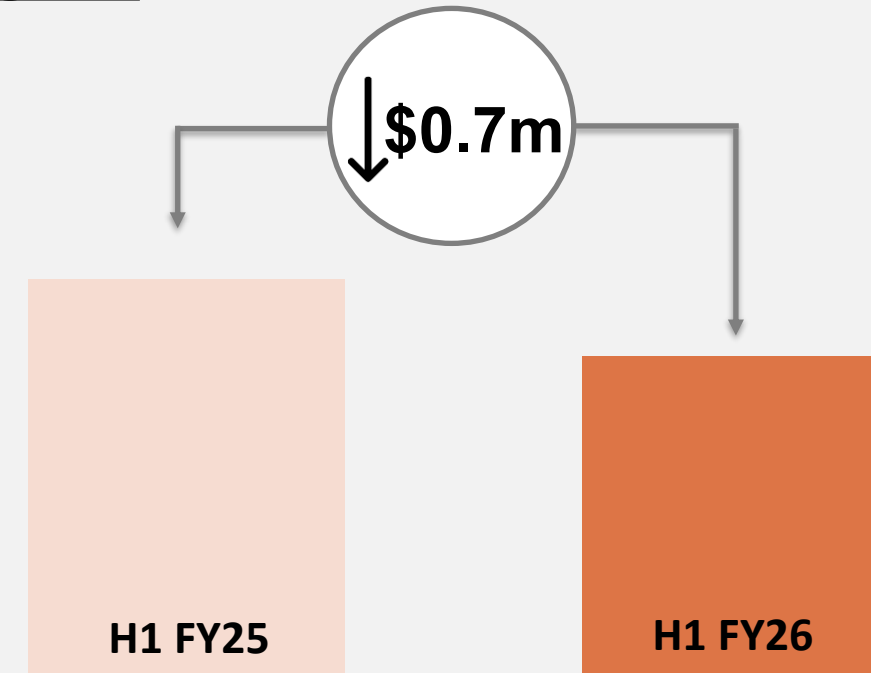
Highlights

- Net profit from operations increased 68% to \$398K
- MBP sales for the half up 4.6% offset by 4.8% decline in HGA sales.
- \$2.2 million in operational savings realised in H1.
- Cash improves \$11.5 million with nil debt following successful placement.

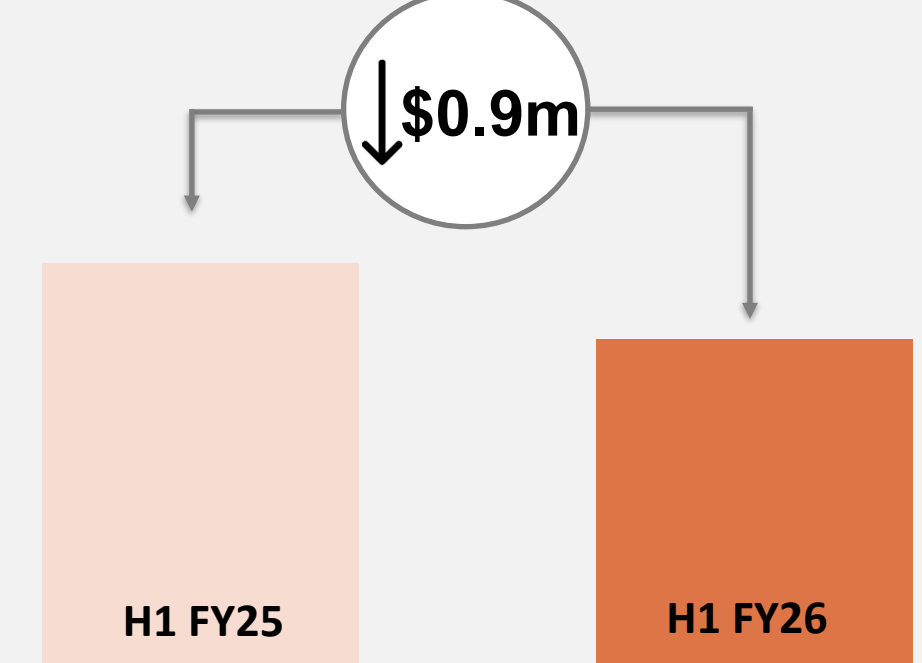
Sales \$



Gross Margin \$



Statutory EBITDA \$



FY26 H1 COST OUT PROGRAM

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Achieved operational savings of \$1.4m annualised through labour restructure and price & promotional strategies

	FY25 H2 realized savings	FY26 H1 realized savings	Total Cost out Achieved
<p>Group Gross Margin Improvements</p> <ul style="list-style-type: none"> • SKU RATIONALISATION • 3PL LOGISTIC PROVIDERS • TARGETED DISCOUNTING PROGRAM 	\$-m	\$2.0m	\$2.0m
<p>Group Savings</p> <ul style="list-style-type: none"> • NEW LABOUR STRUCTURE • IMPROVED WAREHOUSING AND SUBLETS • TARGETED MARKETING APPROACH • REFINED CORPORATE STRUCTURE 	\$1.1m	\$0.2m	\$1.4m
TOTAL IMPROVEMENTS	\$1.1m	\$2.2m	\$3.4m



1HFY26 FINANCIALS

H1 PERFORMANCE BY ENTITY



GM\$ down on PY, CODB up in Advertising

Hampers & Gifts Australia

H1 HGA in \$000	FY26		FY25		Vs LY	
	\$	\$	\$	%	\$	%
Net Sales	34,086	35,816	(1,730)	-5%		
Gross Margin	19,272	19,854	(582)	-3%		
% of Sales	56.5%	55.4%	nq	1.1 pts		
Statutory EBITDA	3,149	4,888	(1,739)	-36%		
% of Sales	9.2%	13.6%	nq	-4.4 pts		

- **Net sales (4.8)%** HE volumes down -8% however with marginally lower AOV, GA sales volume down -17% with flat AOV.
- **Gross margin % +1.1pts** increased as a % of net sales due to controlled discount program.
- **Statutory EBITDA % (4.4)pts** – Decline in Net sales drove the decline in addition to a CODB increased due to higher marketing and IT costs. Variable costs decreased inline with sales (direct labour) however freight costs increased due to higher provider rates.

Maggie Beer Products

H1 MBP in \$000	FY26		FY25		Vs LY	
	\$	\$	\$	%	\$	%
Net Sales	18,787	17,967	820	5%		
Gross Margin	7,142	7,222	(80)	-1%		
% of Sales	38.0%	40.2%	nq	-2.2 pts		
Statutory EBITDA	404	1,080	(676)	-63%		
% of Sales	2.2%	6.0%	nq	-3.9 pts		

- **Net sales +4.6%** increase in sales predominately in Cheese and Stock to Majors and Distributors offset by reduced sales of Pate and Ice Cream.
- **Gross margin % (2.2)pts** decreased as a % of net sales due to increased direct COGS, increased promotional sales, customer mix and category sales mix.
- **Statutory EBITDA % (3.9)pts** lower due AASB 16 treatment of lease at MBP Tanunda site vs LY, Online sales improved while EBITDA decline, retail on par with LY and improvement in freight contracts.

BALANCE SHEET



The increase in working capital drives the change in the balance sheet vs Jun-25

BALANCE SHEET EXTRACT (\$M)	Dec-25	Jun-25	Vs Jun-25
Assets			
Cash and cash equivalents	12.6	1.0	11.5
Trade and other receivables	8.1	6.2	2.0
Prepayments	0.0	0.0	0.0
Inventory	10.3	10.4	(0.1)
Other assets	1.7	2.0	(0.3)
Property, Plant & Equipment	3.0	2.9	0.1
Intangible assets	19.9	20.8	(0.8)
Right of use assets	0.5	0.9	(0.3)
Deferred Tax	2.4	2.4	0.0
Total Assets	58.6	46.6	12.0
Liabilities			
Trade and other payables	15.2	7.8	7.4
Accrued expenses	0.1	0.1	0.0
Employee provisions	0.1	0.1	0.0
Employee payables	0.9	0.9	0.1
Lease liabilities	2.8	3.5	(0.8)
Other liabilities	0.4	0.7	(0.3)
Bank Debt	0.0	0.0	0.0
Total Liabilities	19.5	13.1	6.5
Net Assets	39.0	33.5	5.5
Net Tangible Assets	19.0	12.6	6.4
Working Capital	15.7	9.7	6.0

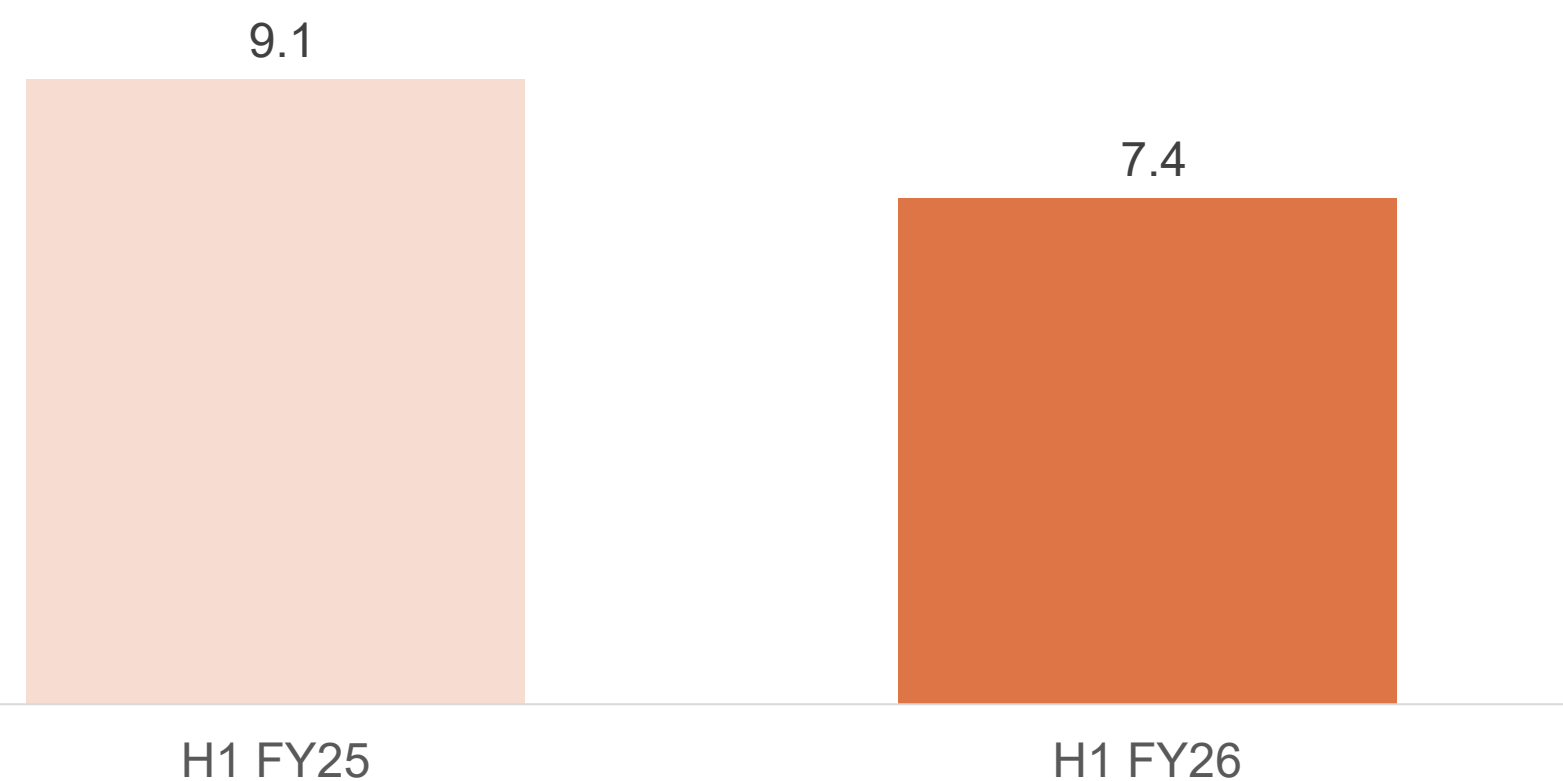
Net Assets increased \$5.5m from Jun-25 due to:

- **Cash** vs Jun-25 improved +\$11.5m due to \$5.1m capital investment and increased cash receipts for Christmas trading period.
- **Trade and other receivables** vs Jun-25 increased +\$2.0m inline with increased net sales to customers on terms (MBP).
- **Property, Plant and Equipment** vs Jun-25 increased +\$0.1m due to manufacturing equipment upgrade (MBP kitchen) and new high-volume printer for personalized orders (HGA).
- **Inventory** declined due to Ecommerce inventory not sold, offset by improvement in MBP raw materials management.
- **ROU Assets and Lease liabilities** reduced due to AASB16 accounting treatment of MBP lease.
- **Trade and other payables** vs Jun-25 increased due to timing of HGA payables.
- **Accrued Expenses** vs Jun-25 remained steady.
- **Bank debt** is nil, with \$4.0m renewed facility available.
- **Net tangible assets** increase was driven by increase in cash and PPE.
- **Working Capital** vs Jun-25 improved due to higher cash and receivables.

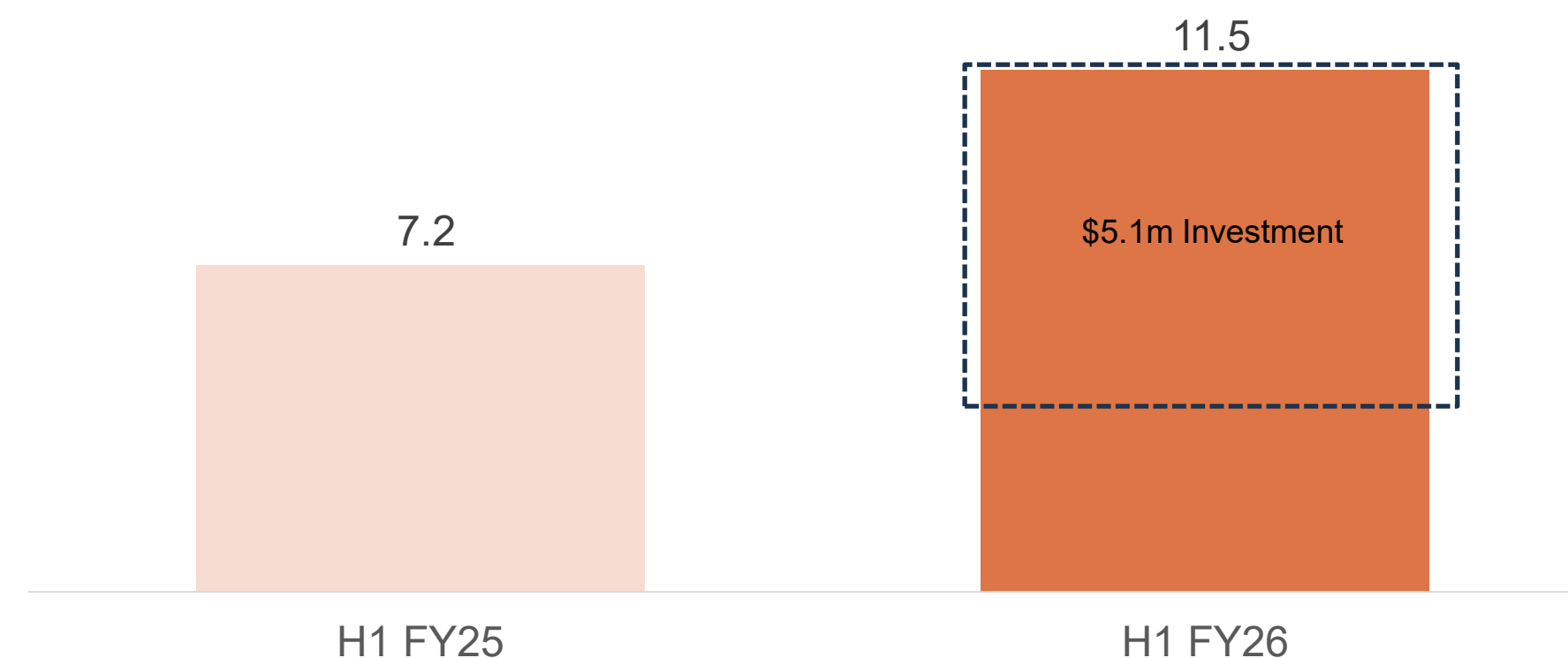
CASHFLOW

\$5.1m Investment underpinned the Net cashflow increase offset by a drop in E-commerce sales YOY

Operating Activities(\$M)*



Net Cash Flow(\$M)*



Key Comments

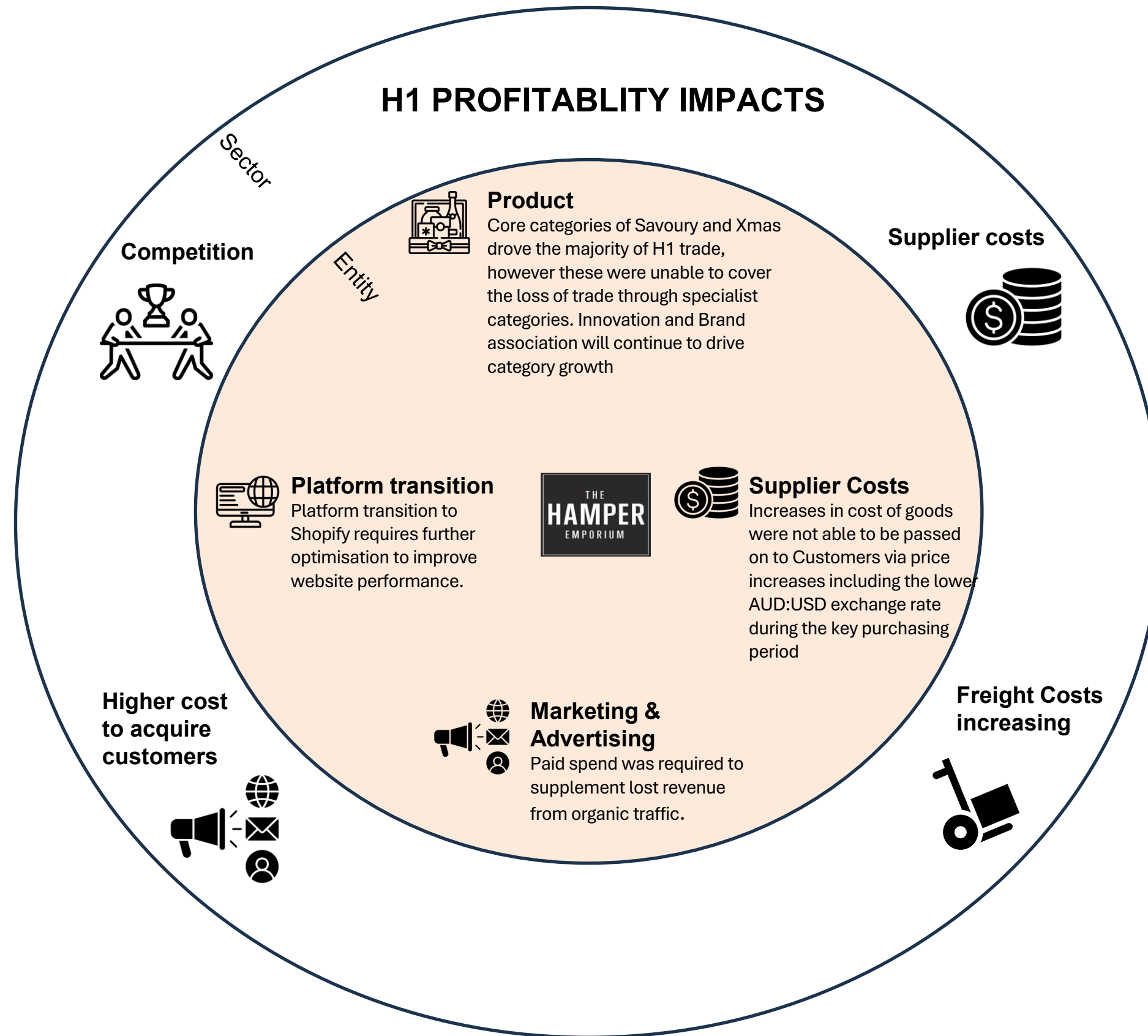
- Operating Cashflow **decrease** - \$1.7m,
 - 2.6% decrease in top line sales predominately at HGA and MBP online.
 - +0.9% decrease in COGS and CODB.
- Investing Cashflow **decrease** -\$0.8m,
 - Decrease in capex and Shopify spend YOY.
- Financing Cashflow **increase** +\$4.5m,
 - \$5.1m Proceeds from issuance of shares, net of capital raise costs
 - Reduction in lease costs YOY with subleasing switchyard.
- Net cash flow **increase** +\$4.3m vs LY
 - Proceeds from issuance of shares is the main driver.

* Removed PCF from FY25 including Receipts from customers and others \$8.5m and Payments to suppliers and employees \$9.3m.



FY26 H1

HAMPERS & GIFTS AUSTRALIA



Hampers and Gifts Australia Review

- Structural and other changes occurring in the sector
- MBH approached on a confidential basis by other parties with unsolicited and non-binding offers
- Board has therefore determined to accelerate a review of the business
- Review will consider all options for the business including merger, alliance or sale
- Outcome will be conveyed to shareholders at, or before FY26 results.



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OUR WINNING ASPIRATION

TO BECOME AUSTRALIA'S LEADING GIFTING BUSINESS

FOCUS

END TO END EXECUTION & COMMERCIAL EXCELLENCE

- Reset P&L to profitable growth
- Drive efficiencies in pricing, promotions & marketing spend
- Strengthen gross margin through smarter procurement and inventory planning
- Simplified operations and warehousing flows

OPERATIONAL SIMPLIFICATION

- Simplified approach to paid, organic CRM flows
- Focus on conversion, reactivation and retention
- Lean and agile management structure for faster decision making

NEW PRODUCT DEVELOPMENT & INNOVATION

- Maintain a fresh and relevant range to meet evolving customer needs
- Explore new materials, formats, and co-branded partnerships
- Develop sustainable, premium packaging and gifting solutions.
- Test and scale innovations based on customer feedback and data insights.

CORE PROCESS

- Execute core people process
- Develop 3 year strategic plan with clear milestones.
- Document and streamline business workflows across teams.
- Improve data reporting, dashboards, decision making

CUSTOMER & BRAND EXPERIENCE

- Create memorable, branded unboxing & gifting experiences.
- Enhance personalisation across touchpoints (email, web, product).
- Continue to invest in CX, UX

PRIORITIES



FY26 H1

MAGGIE BEER PRODUCTS

GROWTH

PHYSICAL AVAILABILITY

1. Customer Centricity
2. Expand the core
3. Innovation
4. New Customers & Channels

= INCREASED DISTRIBUTION

UNLOCK BRAND EQUITY

1. Awareness
2. Trial
3. Engagement

= INCREASED MENTAL AVAILABILITY

PROFIT

- Gross Margin expansion
- Cost of Doing Business focus
- Fund the journey

CORE PROCESS

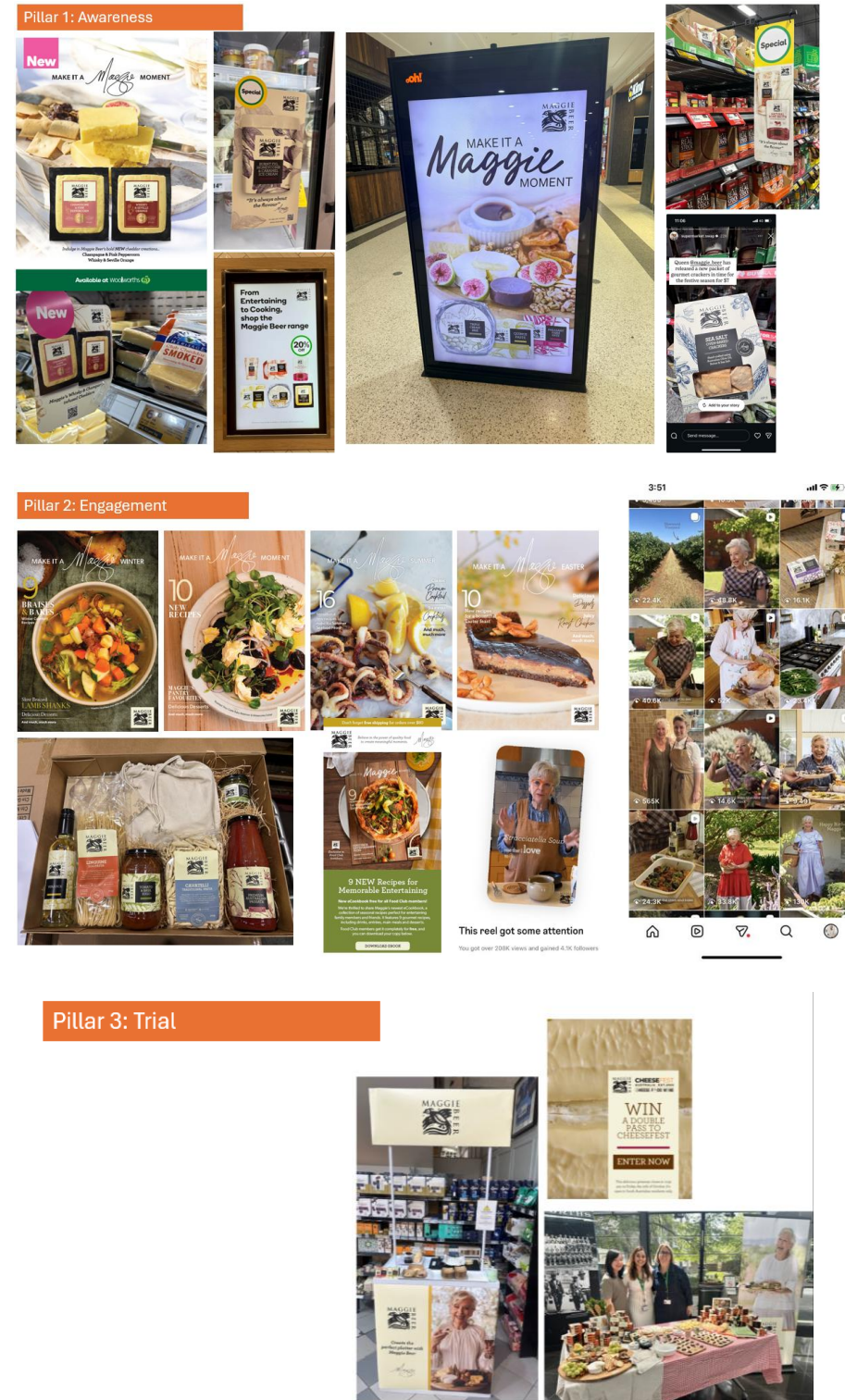
- People
- Strategy
- Communication
- Engagement
- Collaboration

LEVERAGE CURRENT FOUNDATIONS & STRENGTHS

H1 INNOVATION



BRAND BUILDING



OPERATIONAL

- Extended useful life at manufacturing site with CAPEX on cooking vessels
- Significant reduction in raw materials and FG inventory to improve working capital
- Implemented cost out programs to improve CODB
- Improved focus on supplier and 3rd party relationships
- Strong service levels to customers

CORE PROCESS

- Core People process focus to ensure role clarity, KPI's and improved ways of working
- New processes introduced for inventory and pallet control, procurement.
- Improved GMP delivered quality improvements and successful unannounced audit
- High engagement scores recorded.
- Development of Strategic Growth Strategy

FY'26 H1 CATEGORY PERFORMANCE


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• +10.7%



• +12.7%



• +1.4%



• +148%



• +52.5%



• +4.5%



• +46.2%



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