

ASX Announcement

Maggie Beer Holdings Ltd
(ASX: MBH)

22 April 2026

Appointment of Interim Chief Financial Officer

Maggie Beer Holdings Ltd (**Company**) is pleased to announce the appointment of Mr Craig Ware as Interim Chief Financial Officer (**CFO**), with effect from 22 April 2026.

Mr Ware is a highly commercial, results-focused senior financial leader with over 20 years' experience across diverse industries, including extensive ASX-listed company experience and Big Four audit firm credentials. He brings proven expertise in financial planning and analysis, strategic business transformation, capital markets transactions, and delivering strong stakeholder outcomes.

Mr Ware has held senior finance leadership positions across multiple ASX-listed companies and high-growth organisations, demonstrating consistent capability in driving business results through financial discipline, strategic planning, and operational excellence.

Most recently, Mr Ware served as the Company's Group Financial Controller, where he was responsible for financial control, consolidations, statutory reporting, and managing external audit processes while providing commercial insights to support Board decision-making.

Notable career achievements include:

- Thorn Group Limited (ASX: TGA) – General Manager Finance
- Access Innovation Media (Ai Media) – Finance Director
- Optus Pty Ltd – Finance Director

Mr Ware commenced his career with Deloitte Touché Tohmatsu in New Zealand, where he qualified as a Chartered Accountant and gained valuable experience in audit and assurance services. He holds a Master of Business Administration (MBA) from Melbourne Business School and is a member of the Institute of Chartered Accountants Australia and New Zealand.

The appointment is being made on an interim basis while the Company continues its previously announced strategic review of its Hampers and Gifts Australia business. Mr Ware will be responsible for leading the Company's finance function during this period and supporting the strategic review process.

The interim appointment will be reviewed in due course, having regard to the outcome of the strategic review and the future structure of the Company.

The Board looks forward to Mr Ware's contribution in this role.

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Authorised for release by the Board.

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