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16 June 2026

ASX Market Announcements Office
ASX Limited

By Fax: 1300 135 638

Dear Sir/Madam

Maggie Beer Holdings Limited (ACN 092 817 171) – Notice of Initial Substantial Holder (Form 603)

Our Ref: MK:20260040-603

We enclose a notice of initial substantial holder (Form 603) in respect of Maggie Beer Holdings Limited ACN 092 817 171 given by Gregory Jonathan King, who became a substantial holder on 15 June 2026 on completion of his acquisition of all the shares in Grove End Holdings Pty Ltd (and, through it, control of Thelam Pty Ltd).

Please release the enclosed notice to the market.

Should you require any further information, please contact the undersigned.

Yours sincerely
lewis king law

A handwritten signature in black ink, appearing to read "M King".

Matthew King
Director
Phone: (02) 8257 3442
Email: mking@lklaw.com.au

Form 603Corporations Act 2001
Section 671B**Notice of initial substantial holder**

To Company/registered scheme/notified foreign passport fund name MAGGIE BEER HOLDINGS LIMITED

ACN/ARSN/APFRN 092 817 171
NFPFRN (if applicable)

1. Details of substantial holder (1)

Name Gregory Jonathan King

ACN/ARSN/APFRN (if applicable) N/A (individual)
NFPFRN (if applicable)

The holder became a substantial holder on / / 15 June 2026

2. Details of voting power

The total number of votes attached to all the voting shares or interests in the company, scheme or fund that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary shares	26,668,349	26,668,349	5.95%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
See Annexure A		

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
See Annexure A			

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Gregory Jonathan King	15 June 2026	\$10		26,668,349 ordinary shares

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN/APFRN (if applicable) and NFPFRN (if applicable)	Nature of association
See Annexure A	

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
See Annexure A	

Signature

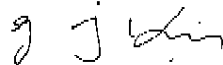
print name

Gregory Jonathan King

capacity

Substantial holder

sign here



date

16 June 2026

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. A corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares or interests in the company, scheme or fund (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate, scheme or fund multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, money and otherwise, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

MAGGIE BEER HOLDINGS LIMITED ACN 092 817 171

This is Annexure A of 1 page referred to in Form 603 — Notice of initial substantial holder

3. Details of relevant interests

Holder of relevant interest	Details — nature of relevant interest (7) and class and number of securities
Gregory Jonathan King	Relevant interest under s 608(3) of the Corporations Act 2001. Gregory Jonathan King controls Grove End Holdings Pty Ltd (ACN 111 342 306), which (i) holds 5,010,000 ordinary shares as trustee for the Grove Family Trust and (ii) wholly owns and controls Thelam Pty Ltd (ACN 107 658 757), which holds 21,658,349 ordinary shares. He therefore has a relevant interest in all 26,668,349 ordinary shares.
Thelam Pty Ltd ACN 107 658 757	Registered holder of, and relevant interest in, 21,658,349 ordinary shares (power to vote and dispose). Wholly owned by Grove End Holdings Pty Ltd (ACN 111 342 306).
Grove End Holdings Pty Ltd ACN 111 342 306 as trustee for the Grove Family Trust	Registered holder of, and relevant interest in, 5,010,000 ordinary shares (power to vote and dispose), held as trustee for the Grove Family Trust.

4. Details of present registered holders

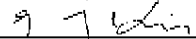
Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Thelam Pty Ltd ACN 107 658 757	Thelam Pty Ltd	Thelam Pty Ltd	21,658,349 ordinary shares
Grove End Holdings Pty Ltd ACN 111 342 306 as trustee for the Grove Family Trust	Grove End Holdings Pty Ltd	Grove Family Trust	5,010,000 ordinary shares

6. Associates

Name and ACN/ARSN (if applicable)	Nature of association
Thelam Pty Ltd ACN 107 658 757	Wholly owned by Grove End Holdings Pty Ltd (ACN 111 342 306) and therefore controlled by Gregory Jonathan King.
Grove End Holdings Pty Ltd ACN 111 342 306 as trustee for the Grove Family Trust	Controlled by Gregory Jonathan King (sole shareholder of Grove End Holdings Pty Ltd).

7. Addresses

Name	Address
Gregory Jonathan King	8 Saunders Street, Mosman Park, WA 6012
Thelam Pty Ltd ACN 107 658 757	Suite 15, 88 Broadway, Crawley WA 6009
Grove End Holdings Pty Ltd ACN 111 342 306 as trustee for the Grove Family Trust	Suite 15, 88 Broadway, Crawley WA 6009

Signed:  Name: **Gregory Jonathan King** Date: **16 June 2026**