ASX Announcement

Maggie Beer Holdings Ltd
(ASX: MBH)

08 July 2026

Update on Non-Binding Indicative Offer for HGA

Further to the ASX announcement dated 3 June 2026, Maggie Beer Holdings Ltd (the **Company**) provides the following update on the previously announced Non-Binding Indicative Offer (**NBIO**) received from the multinational consumer goods business (the **Purchaser**) in respect of the proposed acquisition of 100% of the shares in Hampers and Gifts Australia Pty Limited (**HGA**) (the **Potential Transaction**). The Company and the Purchaser have agreed that, having regard to the time required for the orderly transition and decoupling of the HGA business, completion of the Potential Transaction (if it proceeds) would be targeted for February 2027. As a result, the parties are no longer working towards signing binding transaction documents before 31 July 2026 as previously indicated. The parties remain engaged, and the Company will provide a further update on the expected timing for signing binding transaction documents when that timing has been agreed.

As previously disclosed, the NBIO comprised a proposal to acquire the HGA Business for a purchase price of $10,000,000, comprising an upfront cash component of $8,000,000 plus contingent consideration of up to $2,000,000 based on the performance of the HGA Business over a 12-month earn-out period. The NBIO remains non-binding, and the Potential Transaction remains subject to a number of conditions, including satisfactory completion of due diligence, finalisation of the Purchaser's funding arrangements and the parties agreeing binding transaction documents.

The revised timing does not affect the ongoing operations of the HGA business, which continues to trade in the ordinary course, and does not relate to the Company's Maggie Beer Products division (including the online division). The Board's strategic review of HGA remains ongoing, and the Board will continue to assess the Potential Transaction alongside other options to maximise shareholder value, consistent with the Company's strategy of strengthening its balance sheet and growing its FMCG division through both acquisition and organic growth. The Company will update the market on any material developments in accordance with its continuous disclosure obligations.

Authorised for release by the Board.

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