

ASX Announcement

Maggie Beer Holdings Limited
(ASX: MBH)

22 October 2025

Maggie Beer Holdings Enters Agreement for \$3m Placement

- **Board enters agreement for \$3m placement with Frisden Pty Ltd, an entity associated with Maurice Crotti AO**
- **Rights issue of further \$2m to be offered to all shareholders on same terms**

The Board of Maggie Beer Holdings Limited (“the **Company**”) is pleased to announce that it has entered into an agreement to make a placement of approximately \$3m (the **Placement**) to Frisden Pty Ltd, an entity associated with Mr Maurice Crotti AO.

The Placement will raise approximately \$3m via the issue of 53,128,488 new fully paid ordinary shares (**New Shares**) at \$0.056 per New Share (**Placement Price**). The Placement Price represents a 10% discount to 30-day VWAP up to and including 20 October 2025 (\$0.062).

Mr Crotti was awarded the Officer of the Order of Australia (AO) for his service to the food manufacturing and export industry, alongside his involvement in economic development programmes for Australia and South Australia.

“The Board welcomes an investment in the Company from a highly credentialed and experienced operator in our sector,” said Mr Lindh.

“With significant progress made in the last eight months in reducing costs across the Company, this placement will both further strengthen our balance sheet and improve the working capital of the Company to continue to grow the organisation.”

The Placement is not subject to shareholder approval and will fall within the Company’s placement capacity under ASX Listing Rule 7.1. An Appendix 3B pertaining to the Placement will follow this announcement. An Appendix 2A confirming the allotment will also be issued.

The Company will also offer eligible shareholders the opportunity to participate in a non-underwritten, non-renounceable Rights Issue to raise up to an additional \$2.0m (before costs) at the same price as the Placement. The terms and conditions of the Rights Issue will be set out in a Rights Issue Offer document, which is expected to be released in November 2025 and sent to all Eligible Shareholders.

-Ends

Authorised for release by the Board.

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