

ASX Announcement

Maggie Beer Holdings Limited
(ASX: MBH)

17 February 2026

Market Update – Strategic Review of HGA Operations.

In advance of the release of its first half results for the half year ended 31 December 2025 (1HFY26), Maggie Beer Holdings Limited (MBH or the Company) provides the following update.

Strategic Review of Hampers & Gifts Australia

The Board has determined to accelerate a strategic review of its Hamper & Gifts Australia operation (HGA).

This follows a number of unsolicited and non-binding approaches from external parties.

In an increasingly competitive and discount-driven ecommerce environment, the Board believes there are multiple options for shareholders to realise value in the HGA platform as a leading online hampers and gifting business and this will be accelerated to focus on how best to deliver this value creation through potential alliances, mergers or a change in ownership.

The HGA division is expected to deliver revenue of approximately \$34.5m and Statutory EBITDA from continuing operations of approximately \$3.1m in the first half of FY26.

The Company will continue to focus on improving HGA's sales and profitability, with any decision as to its future to be made in the long-term interests of shareholders over a single trading window.

Maggie Beer Products

The Maggie Beer Products division continued its positive momentum in the first half and is expected to deliver revenue of approximately \$18.8m and contribute approximately \$0.4m to the Company's 1HFY26 Statutory EBITDA result.

Subject to statutory audit review this will see the Company's revenue for 1HFY26 of approximately \$52.9m; compared to \$53.8m for the previous corresponding period (pcp) with EBITDA from continuing operations expected to be approximately \$2.0m (\$3.1m pcp).

The Company's continued drive to materially reduce corporate overheads delivered over \$1.0m in savings during 1HFY26 and is on track to deliver over \$2.0m in annualised savings for the full-year.

Following the completion of its shareholder supported Placement in December 2025, MBH retains a strong balance sheet with total net assets of \$39.0m and a net cash position of \$12.6m as of 31 December 2025, with additional undrawn facilities of \$6.8m.

The Company will provide further commentary and analysis on the results in the 1HFY26 Report to be released on Friday 27 February 2026.

-Ends

Authorised for release by the Board.

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