

ASX Announcement

Maggie Beer Holdings Limited
(ASX:MBH)



8 November 2024

MAGGIE BEER HOLDINGS LAUNCHES NEW MAGGIE BEER.COM.AU WEBSITE

Maggie Beer Holdings Ltd (**MBH** or the **Company**) announces the launch of its new and refreshed **maggiebeer.com.au** website.

The MBH e-commerce vision is to deliver unparalleled everyday gifting experiences that inspire joy, connection and celebration. Key to the Company's future growth plan is e-Commerce and the launch of the new Maggie Beer website is an important first step in the Company's technology road map (as referred to in the FY24 results announcement).

This new site offers a reinvigorated look and feel with a unified platform making it easier for customers to search for delicious recipes and buy the famous array of Maggie Beer cooking, gardening and kitchen products. This platform unification (underpinned by Shopify technology) provides a seamless brand experience between recipe content and -e-Commerce adding to the Maggie Beer brand ecosystem and is aimed at:

1. improving overall customer experience including searchability, viewability and checkout leading to improved conversion of traffic and increased frequency of shop. It enables integration into the existing e-commerce technology, facilitating a much improved corporate and B2B experience enabling scale.
2. consolidating recipes with an e-Commerce capability to one technology platform thereby enabling cross selling and cost efficiencies; and
3. improving the quality of information captured in relation to customers aimed at improving targeted marketing offers and repeat purchases.

Group COO and CFO Penny Diamantakiou stated: *"One of the cornerstones of the Company's future growth plan is in e-Commerce. The new maggiebeer.com.au website is a pivotal part of this future growth. We are confident the improvements on the website will create a better customer journey and experience, and should deliver immediate improvements in customer satisfaction, frequency of shop and increased conversion rates. This comes at a very timely period just prior to our peak season and was delivered by the team within the last 6 months"*.

Diamantakiou added: *"This is an important first milestone in our technology road map – our plan is to implement additional enhancements to the Maggie Beer site ahead of the planned conversion of the hamperemporium.com.au and giftsaustralia.com.au sites post the busy Christmas period"*.

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Authorised for release by the Board

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