2 December 2025

Dear Shareholder,

Maggie Beer Holdings Limited – Non-Renounceable Pro-Rata Entitlement Offer

On Monday, 24 November 2025, Maggie Beer Holdings Limited ACN 092 817 171 (ASX:MBH) (**Maggie Beer** or the **Company**) announced a 1 for 10 non-renounceable pro-rata entitlement offer of new fully paid ordinary shares at an offer price of A$0.056 per New Share to raise up to approximately A$2.28 million (**Entitlement Offer**).

The Entitlement Offer is being made without a prospectus or disclosure document in accordance with section 708AA of the *Corporations Act 2001* (Cth) (**Corporations Act**) as modified by *ASIC Corporations (Non-Traditional Rights Issues) Instrument 2016/84* for the offer of New Shares without disclosure to investors under Part 6D.2 of the Corporations Act.

An offer booklet for the Entitlement Offer will be lodged with ASX on Tuesday, 2 December 2025 (**Offer Booklet**).

This letter is to inform you about the Entitlement Offer and to explain why you will not be able to subscribe for new Shares under the Entitlement Offer. This letter is not an offer to issue new Shares to you, not an invitation for you to apply for new Shares. **You are not required to do anything in response to this letter.**

Eligibility Criteria

Eligible Shareholders are those persons who:

- are registered as a holder of Shares as at the Record Date, being 7:00pm (Melbourne time) on Thursday 27 November 2025;
- have a registered address in Australia or New Zealand;
- are not in the United States and are not a person (including nominees or custodians) acting for the account or benefit of a person in the United States; and
- are eligible under all applicable securities laws to receive an offer under the Entitlement Offer.

Shareholders that are not Eligible Shareholders are **Ineligible Shareholders**. Ineligible Shareholders will not be entitled to participate in the Entitlement Offer. The Company reserves the right to determine whether a Shareholder is an Eligible Shareholder or an Ineligible Shareholder.

The Company has determined, pursuant to section 9A(3) of the Corporations Act and ASX Listing Rule 7.7.1(a) that it would be unreasonable to make offers to shareholders in countries outside Australian and New Zealand under the Entitlement Offer.

The Company has determined that it would be unreasonable on this occasion to extend participation in the Offer to Ineligible Shareholders having regard to:

- the number of Ineligible Shareholders;
- the number and value of securities to be offered to Ineligible Shareholders; and
- the cost to comply with overseas legal and regulatory requirements.

Unfortunately, according to our records, you do not satisfy the eligibility criteria for an Eligible Shareholder as stated above. Accordingly, in compliance with section 9A(3) of the Corporations Act and ASX Listing Rule 7.7.1(b), the Company wishes to advise you that it will not be extending the Entitlement Offer to you and you will not be able to apply for new Shares under the Entitlement Offer. This letter is not an offer to issue new Shares to you, nor an invitation to apply for new Shares.

If you have any questions in respect of the Entitlement Offer, please contact the Maggie Beer Offer Information Line on +61 2 9290 9600 from 8.30am to 5.00pm (Sydney, Australia time) Monday to Friday (excluding public holidays) or by e-mail to corporateactions@boardroomlimited.com.au.

For other questions, you should consult your broker, lawyer, accountant, financial advisor, or other professional advisor.

Yours sincerely,

Sophie Karzis
Company Secretary
Maggie Beer Holdings Limited

The contents of this letter are not, and should not be considered as, a securities recommendation or financial product advice. The information in this letter is general information only, and does not take into account your individual objectives, taxation position, financial situation or needs. Before acting on the information, you should consider the appropriateness of the information, having regard to your objectives, taxation position, financial situation or needs. If you are unsure of your position, please contact your stockbroker, accountant, taxation adviser, financial adviser or other professional adviser.