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FIRST PHASE OF THERMOMIX® BOX TRIAL UNDERWAY

Highlights:

- Thermomix® Box promoted to ~250 Perth-based Thermomix® consultants as part of Thermomix® Box trial
- Consultants received trial box last week, to trial and provide feedback to My Foodie Box and Thermomix®
- Thermomix® has a reputation for a vibrant and engaged community, with Thermomix® Box designed to provide those customers with the quality and convenience of My Foodie Box meal kits to prepare with their Thermomix®

Rapidly expanding food and logistics business My Foodie Box (ASX: MBX) (“MBX” or “the Company”) is pleased to announce the first phase of the Thermomix® Box trial has commenced, with a trial promotion of the Thermomix® Box occurring to approx. 250 Perth-based Thermomix® consultants.

These consultants have received their Thermomix® Box last week and will be trialling the meals and providing feedback to MBX and Thermomix®. The objective was to engage Thermomix® consultants and gather feedback to ensure My Foodie Box is aligned with the expectations of the Thermomix® community.

Thermomix® began its Australian operations in Perth and the head office for Australia and New Zealand is still in Perth where Thermomix® has a strong and loyal customer base approaching 125,000 Thermomix® owners in the Perth metro area.

Across Australia Thermomix® has a growing customer base of approx. 406,000 customers in Sydney, Melbourne and Brisbane.

Earlier this year, MBX and The Mix Australia (TMA) - which holds the distribution rights for Thermomix® in Australia and is a significant shareholder in MBX holding 15% of the equity - agreed to work together to enhance each of their customers’ experiences.¹

My Foodie Box Executive director and Chief Executive Officer Mai Hughes said:

“This is an important trial of the Thermomix® Box with the Thermomix® consultants – who are a highly engaged consultant network - to understand the quality of the MBX Thermomix® Box, including the quality of the ingredients through to the convenience in receiving and preparing meals using the Thermomix® all-in-one technology.”

¹ Refer to ASX announcement dated 31 March 2022 for details in regards to the formal partnership between MBX and The Mix Australia (TMA) which holds the distribution rights for Thermomix® in Australia.



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This ASX Announcement has been authorised for release by the Board of My Foodie Box Limited.

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ABOUT MY FOODIE BOX

My Foodie Box Limited (ASX:MBX), is a listed food technology and logistics business focused on preparing and delivering meal kits to customers in Western Australia, with a vision to use its existing technology platform to expand its services and product offering to become a broader, national e-commerce business.

For more details go to: <https://www.myfoodiebox.com.au>

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