



MARLEY SPOON

MARLEY SPOON REPORTS AUDITED FY 2023 RESULTS

Sydney, Berlin, 28 March 2024: Marley Spoon SE (“Marley Spoon” or the “Company”), a leading global subscription-based meal kit provider, announces the release of the audited results.

Highlights:

- FY 2023 net revenue €328.5m;
- Full year 2023 Contribution Margin at 31.6%, up 290 bps vs. the prior year;
- Full year 2023 Operating EBITDA at €(3.0)m, an improvement of €5.8m vs. the prior year

Audited FY 2023 Results of Marley Spoon SE

Today Marley Spoon SE, a 95% subsidiary of Marley Spoon Group SE, published its audited FY 2023 results. FY 2023 net revenue ended at €328.5m, a decline of 18.1% in reported currency and 14.4% in constant currency. The revenue decline in 2023 was driven by an overall decline in online grocery shopping across the various regions in which the Company is operating, as consumers were impacted by high inflation and economic uncertainty. However, the Company is seeing a stabilization of its revenue base, following its change in marketing strategy at the end of Q3 2023 paired with improved order frequency which was up versus the prior year.

Despite the lower revenue, Marley Spoon achieved Contribution Margin (CM) expansion on a full year basis, driven by its focus on continuous improvement and cost management. Full-year 2023 CM reached a record 31.6%. The CM improvement, combined with the continued implementation of cost-saving measures, helped offset most of the impact of lower net revenue on profit. Full-year Operating EBITDA landed at €(3.0)m, an improvement by €5.8m vs. the previous corresponding period (“PCP”).

Delisting of Marley Spoon SE from the ASX

As part of last year's move to the Frankfurt Stock Exchange, in 2023 all Marley Spoon SE CDI holders were provided the option to either exchange their shares for Marley Spoon Group SE (MS1.DE) shares or to sell their CDIs through a public cash offer. Today Marley Spoon Group SE holds more than 95% of all issued equity capital in Marley Spoon SE. As a next step in its previously announced goal to delist Marley Spoon SE CDIs from the Australian Securities Exchange, it is expected that all shareholders in Marley Spoon SE,

including the 95% parent company Marley Spoon Group SE, will be voting on delisting the company at its next AGM, which is expected to take place at the beginning of July 2024.

About Marley Spoon

Marley Spoon SE, a 95% subsidiary of Marley Spoon Group SE, is a global direct-to-consumer (DTC) meal-kit company. Our Vision is to “Build a better everyday, just for you, just right”. We started Marley Spoon in 2014 to help our customers cook for their families and deal with their busy lives. We also felt there should be a more sustainable way to cook at home, reducing food waste that traditional supermarket supply chains generate. Marley Spoon currently operates various brands in three regions: Australia, the United States, and Europe (Austria, Belgium, Germany, and the Netherlands). Our meal-kit brands, Marley Spoon, Martha Stewart & Marley Spoon, and Dinnerly, bring pre-portioned fresh ingredients with tasty and simple recipes and other eating solutions reliably to our customers every week. Our customers just decide what to eat, when to eat, and leave behind the hassle of grocery shopping. Chefgood and bistroMD are our direct-to-consumer ready-to-heat (RTH) services that offer premium-priced, high-quality, healthy, and nutritious RTH meals and eating solutions for our wellness and health-focused customers.

Disclaimer

This announcement constitutes neither an offer to sell nor a solicitation to buy securities. Certain statements contained in this release may constitute “forward-looking statements” that involve a number of risks and uncertainties. Forward-looking statements are generally identifiable by the use of the words “may”, “will”, “should”, “plan”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “project”, “goal” or “target” or the negative of these words or other variations on these words or comparable terminology. Forward-looking statements are based on assumptions, forecasts, estimates, projections, opinions or plans that are inherently subject to significant risks, as well as uncertainties and contingencies that are subject to change. No representation is made or will be made by Marley Spoon Group SE or any of their respective affiliates that any forward-looking statement will be achieved or will prove to be correct. The actual future business, financial position, results of operations and prospects may differ materially from those projected or forecast in the forward-looking statements. Neither Marley Spoon Group SE nor any of their respective affiliates assume any obligation to update, and do not expect to publicly update, or publicly revise, any forward-looking statements or other information contained in this release, whether as a result of new information, future events or otherwise, except as otherwise required by law.