



ASX RELEASE | 31<sup>st</sup> March 2022

## MY FOODIE BOX (ASX:MBX) & THERMOMIX® AUSTRALIA DISTRIBUTOR AGREE FORMAL PARTNERSHIP

### Highlights:

- The Mix Australia (TMA) holds the distribution rights for Thermomix® in Australia and is a significant shareholder in My Foodie Box holding 15% of the equity.
- MBX and TMA have agreed to work together to enhance each of their customers' experiences.
- MBX will soon offer Thermomix® customers a Thermomix® Box. The Thermomix® Box will be launched and available in May 2022 for Perth metro customers. National expansion of MBX is planned for later this year and will be accompanied by the Thermomix® Box.
- The Thermomix® Box will add even greater convenience and inspiration for Thermomix® customers by combining meal kit delivery with the connected, guided on-screen cooking simplicity of Thermomix®.
- Well over 500,000 Thermomix® have been sold in Australia with Thermomix® having a reputation for a vibrant and engaged community. TMA is excited to be able to offer Thermomix® customers the quality and convenience of My Foodie Box meal kits to prepare in their Thermomix®.

Rapidly expanding food and logistics business My Foodie Box (MBX) and The Mix Australia (TMA) have been collaborating since January 2022 on recipes to offer Thermomix® customers. MBX is very excited to announce the release date for the Thermomix® Box in May 2022.

Thermomix® Western Australian based customers will be able to access the My Foodie Box website on [www.myfoodiebox.com.au](http://www.myfoodiebox.com.au) to view and select from a range of meal kits designed to be used with their Thermomix® at home.

TMA and MBX will be coordinating the release of the new My Foodie Box Thermomix® Box to ensure Thermomix® customers have access to this new and unique innovation which will make mealtimes even easier and tastier. The coordinated release will commence with Western Australia and will be launched in other states as MBX expands its operations into those markets later this year.

### On the partnership My Foodie Box Executive director and Chief Executive Officer Mai Hughes said:

*"We believe this partnership will combine the best of My Foodie Box's delicious, local and eco-friendly meal kits with the convenience that Thermomix® connected, all-in-one technology offers."*



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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 e-commerce business.

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

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