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ANNOUNCEMENT

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MARLEY SPOON

MARLEY SPOON EXTENDS AGREEMENT WITH MARTHA STEWART LIVING OMNIMEDIA

Berlin, Sydney, 20 July 2018 (CET): Marley Spoon AG (“Marley Spoon” or the “Company”, ASX:MMM), a leading subscription-based meal kit provider, is pleased to announce it has extended its license and promotion agreement with Martha Stewart Living Omnimedia (“MSLO”) which allows the Company to co-brand its meal kits in the United States as ‘Martha and Marley Spoon’.

Under the revised terms, the agreement will be extended by two years until 31 December 2022. In exchange for these branding rights, Marley Spoon pays royalties, based on a percentage of ‘Martha & Marley Spoon’ sales to MSLO.

As foreshadowed in Marley Spoon’s prospectus the revised agreement includes a restructure of the minimum annual royalty payments payable to MSLO, which will now be payable over a longer period (through to the end of 2022) in smaller instalments.

Also, as anticipated in the prospectus, a fee of US\$ 1 million will be payable by the Company to MSLO in two equal instalments in calendar years 2018 and 2019.

Martha Stewart is an Emmy Award-winning television show host, best-selling author of 90 books and a trusted lifestyle expert in America. Alignment with this credible, and high-profile brand for home cooking in the US, has provided Marley Spoon with a differentiated position in the US market and has contributed to sales growth. As of 31 March 2018, the US accounted for 34% of Marley Spoon’s global revenue.

Fabian Siegel, Co-founder and CEO of Marley Spoon said: “Extending the successful partnership with Martha Stewart for another two years, is very positive for Marley Spoon and our customers, allowing us to continue to provide our US based customers with Martha’s proven and loved recipes.”

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For further information please contact:

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About Marley Spoon

Founded in 2014, Marley Spoon is a subscription-based weekly meal kit service that services customers in three primary regions: Australia, United States and Europe (servicing Austria, Belgium, Germany and the Netherlands). Since launch, Marley Spoon has delivered over 14.5 million individual meals and developed more than 9,000 recipes. As of 1 March 2018, Marley Spoon had over 111,000 active customers across both the Marley Spoon and Dinnerly brands.

COMPANY INFORMATION

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