

4 April 2023

Cake Box Holdings plc

("Cake Box" or the "Company" or the "Group")

New CFO Update

On 21 October 2022, Cake Box, the specialist retailer of fresh cream cakes, announced the appointment of Michael Botha as Chief Financial Officer. Further to this announcement, the Company is pleased to confirm that Michael Botha will join Cake Box on 11 April 2023. On the same day, he will also join the Board of directors as an executive director.

Please refer to the appendix of this announcement below, for all further disclosures relating to Rule 17 or paragraph (g) of Schedule 2 of the AIM Rules for Companies.

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Appendix - AIM Rule 17

Save for the information set out above and below, there are no further disclosures to be made in accordance with Rule 17, Schedule Two (g) of the AIM Rules for Companies in respect of the appointment to the Board of Michael Botha, aged 55. Michael does not hold an interest in the Company's share capital.

Current Directorships

Ikon Hub (Pty) Ltd

Past Directorships (within 5 years)

FO Leisure Holdings Limited

FO Leisure Chester Limited

Bansols 250 Limited

FO Leisure Colchester Limited

FO Leisure Stoke Limited

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