

4 July 2024

Cake Box Holdings plc

("Cake Box" or the "Company")

Annual Report, Notice of AGM and Board Update

Cake Box Holdings plc, the UK's largest retailer of fresh cream celebration cakes, announces that copies of its annual report and accounts for the year ended 31 March 2024 and notice of its annual general meeting (the "Notice of AGM") are today being posted to shareholders and are available to download from the Financials and Documents section of the Company's website <https://cakeboxinvestors.com/documents/>.

The annual general meeting ("AGM") will be held at 9.30 a.m. on 30 July 2024 at the Company's head office 20-22 Jute Lane, Enfield, Middlesex EN3 7PJ.

Questions relating to the business of the AGM can be raised by shareholders in advance of the AGM and addressed to the Company Secretary. In so far as is relevant to the business of the AGM, questions will be taken into account as appropriate at the AGM itself. If shareholders have any questions about the business of the AGM, they should contact the Company Secretary at companysecretary@eggfreecake.co.uk in advance of the meeting.

Board Update

As indicated in the annual report and accounts, to ensure there is a smooth transition of Non-Executive Directors with the appropriate skills to guide the Board in its next phase, the Company announces that Adam Batty will be leaving the Board by November 2024. Alison Green has also indicated that for personal reasons she would like to step down from the Board at the end of this calendar year. The Nominations Committee will shortly commence the search for a replacement Non-Executive Director and Senior Independent Director with the suitable skills and experience to join the Board at the appropriate time.

For further information, please contact:

Cake Box Holdings plc

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