

7 January 2025

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

Confirmation of Director Appointments

Cake Box Holdings plc, UK's largest retailer of fresh cream celebration cakes, confirms that, further to its announcement on 16 December 2024 detailing two proposed Board appointments, the necessary regulatory due diligence has now been satisfactorily completed and accordingly Catherine Nunn and Malarville Velaigam have joined the Board as Non-executive Directors with immediate effect.

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.

For further information, please contact:

Cake Box Holdings plc **+44 (0) 20 4582 3500**
Martin Blair, Chair

Shore Capital (Broker and NOMAD) **+44 (0) 20 7408 4090**
Stephane Auton
Patrick Castle
Fiona Conroy - Corporate Broking

Gracechurch Group **+44 (0) 20 4582 3500**
Harry Chathli
Alexis Gore
cakebox@gracechurchpr.com

Appendix - AIM Rule 17 Disclosures

Catherine Nunn

Save for the information set out 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 Catherine Amelia Nunn, aged 55. Catherine does not hold an interest in the Company's share capital.

Current Directorships

H & T Group Plc
Nunn Associates Ltd
Making Me (Chair of Charity Trustees)
International Exhibition Co-operative Wine Society Limited

Malarville Velaigam

Save for the information set out 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 Malarville Velaigam, aged 42. Malarville does not hold an interest in the Company's share capital.

Current Directorships

Rickmansworth and Watford Unit 351 of the Sea Cadet Corps

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