

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

GB00BDZWB751

Issuer Name

Cake Box Holdings Plc

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

River Capital Pty Ltd

City of registered office (if applicable)

Melbourne , Australia

Country of registered office (if applicable)

4. Details of the shareholder

Name	City of registered office	Country of registered office
River Capital Pty Ltd	Level 18, 644 Chapel Street South Yarra, Victoria 3141, Australia	Australia

5. Date on which the threshold was crossed or reached

13th March 2025

6. Date on which Issuer notified

17th March 2025

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	8.30%	0%	8.30%	8.30%
Position of previous notification (if applicable)	7.00%	0%	7.00%	7.00%

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

**8A. Voting rights attached to shares**

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BDZWB751	3,643,229	0	8.30%	
Sub Total 8.A	3,643,229		8.30%	

**8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))**

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1	NA		0	0%

**8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))**

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2	NA			0	0%

**9. Information in relation to the person subject to the notification obligation**

1. Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
	River Capital Founders Fund	8.30%	0%	8.30%

**10. In case of proxy voting**

**Name of the proxy holder**

NA

**The number and % of voting rights held**

NA

**The date until which the voting rights will be held**

NA

**11. Additional Information**

**12. Date of Completion**

17th March 2025

**13. Place Of Completion**

Melbourne , Australia

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

HOLGPUBCWUPAGCR