

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

21st July 2025

6. Date on which Issuer notified

22nd July 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	10.51%	0%	10.51%	10.51%
Position of previous notification (if applicable)	8.30%	0%	8.30%	8.30%

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	4,623,229	0	10.51%	
Sub Total 8.A	4,623,229		10.51%	

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	10.51%	0%	10.51%

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

22nd July 2025

13. Place Of Completion

Melbourne , Australia

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