



29 June 2022

NZX/ASX Code: MFB

### **Nomination of Cecilia Robinson to My Food Bag Group Limited Board**

The My Food Bag Board<sup>1</sup> is delighted to announce it has nominated Cecilia Robinson for appointment as a director of My Food Bag Group Limited and Cecilia has accepted the nomination.

Cecilia co-founded My Food Bag in 2012, was co-CEO until mid-2018 and served as a director of the company prior to its public listing.

My Food Bag Chair, Tony Carter, says, "If elected, Cecilia would assist the Board with her significant institutional knowledge about the business. Her entrepreneurial background and innovative drive would also complement the existing skills on the Board, and help support My Food Bag through its next exciting chapter of growth in its core business of meal kits and beyond."

Cecilia says, "I'm pleased to accept this nomination from the Board and look forward to the opportunity to be back supporting the business. My in-depth understanding of how the organisation has succeeded to date will help support it in its next phase of growth.

"Since my time at My Food Bag, I have continued to innovate and drive transformational change through Tend Health. My experience, when it comes to customers and technology, as well as marketing and innovation, will serve the business well.

"As the mother of three young children, I'm an avid My Food Bag customer and look forward to inspiring even more Kiwi families to choose delicious and nutritious dinners and more from the company."

Cecilia is the founder and co-CEO of Tend Health and is also a member of the Institute of Directors, a board member of Pie Funds, and a board member and founding trustee of the Prince's Trust Aotearoa, New Zealand.

The shareholders will have the opportunity to vote on Cecilia's election at the annual meeting on 19 August 2022 and the Board recommends that shareholders vote in favour of the appointment.

**Ends**

**Authorised by:  
Board of Directors**

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<sup>1</sup> The nomination has been made by the Directors, collectively, in their capacity as shareholders of My Food Bag.