



ESQUIRES
THE ORGANIC COFFEE CO

TRIPLE TWO
REAL FOOD, AWESOME COFFEE

18 October 2022

CSN/Holder Number: [REDACTED]

Entitlement Number: [REDACTED]

Dear shareholder

Cooks Coffee Company rights issue

On 7 October 2022, Cooks Coffee Company Limited (Cooks) announced to NZX that we planned to offer eligible shareholders the opportunity to participate in our renounceable rights issue at an issue price of NZ\$0.36 per share (or £0.18 per share). The Rights will not be quoted and cannot be traded on the NZX Main Board. You have until 5:00pm (New Zealand time) on 28 October 2022 to accept the offer online using the Shareholder Number and Entitlement Number printed above at website: <https://cookscoffeecompany.capitalraise.co.nz>.

Cooks is undertaking this capital raise with the objective of using the proceeds to:

- accelerate the opening of new stores, expand its offering, and bring greater value to customers and shareholders;
- use the capital from the fundraising to progress its plans for an expanded digital marketing capability and for general working capital purposes, with the aim of expanding our client base and improving our overall product offering; and
- seek to acquire dynamic brands with a unique offering and will focus on targeting well-run firms with strong sustainability credentials who can provide synergies with Cooks' existing Esquires and Triple Two brands.

The AGM presentation released by Cooks on 27 September 2022 sets out Cooks' growth plans in further detail, and is available at www.nzx.com under the ticker code "CCC". Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held, and to apply for additional shares at that price. Eligible shareholders have until 5:00pm (New Zealand time) on 28 October 2022 to apply at the following link: <https://cookscoffeecompany.capitalraise.co.nz>.

Shareholders who choose not to take up their Rights will have their percentage shareholding diluted.

In parallel to the rights issue, the directors plan to make a private placement to new investors in the United Kingdom and New Zealand at the same price as the shares offered in the rights issue. While Cooks is seeking to raise up to NZ\$3 million (£1.5m) through the rights issue and associated placement, Cooks reserves the right to accept oversubscriptions in the placement or rights issue.

Before making your investment decision, I encourage you to read this document and information released by Cooks to NZX available at www.nzx.com under the ticker code "CCC", such as the full year result released in May 2022, the annual report released in June 2022, and the AGM presentation released in September 2022. If you are in doubt as to what you should do, you should consult your financial or professional adviser or a NZX Broker.

Keith Jackson
Executive Chairman
Cooks Coffee Company Limited