



28 March 2024

Cooks Coffee Company Limited Appointment of CEO – Aiden Keegan

Cooks Coffee Company (NZX:CCC; AQUIS:COOK), the international coffee focused café chain which includes the brand Esquires Coffee, is pleased to announce that Aiden Keegan has been appointed as the Company's Chief Executive Officer, effective from 1 April 2024.

Aiden commenced his role as Operations Manager at Esquires in Ireland ("ECHI") in January 2004. Before joining ECHI, he served as an employee at Insomnia, the prominent Irish Café chain. Preceding his tenure at Insomnia, he was actively involved in contract catering in London. Since October 2018, Aiden has held the position of Managing Director of the Esquires UK business. During his leadership, the business has witnessed substantial growth, increasing from 38 to 60 stores. Store sales under his guidance have experienced an increase of 12.6% compound annual growth rate. Aiden Keegan has successfully steered the company through the challenges posed by the Covid-19 pandemic, demonstrating a well-developed and profound understanding of the business and its key drivers.

On his appointment as Chief Executive Officer of Cooks Coffee, Aiden Keegan, said: "I am honoured to assume the role of Chief Executive Officer of Cooks Coffee Company. My focus remains steadfast on navigating the Company through strategic shifts, particularly as we build our UK-centric approach. We will continue to prioritise growth of the franchise store network, ensuring our shareholders' confidence in our trajectory. Together with the Board, I am committed to upholding our ongoing strategy and propelling the Company forward."

Keith Jackson, Executive Chairman of Cooks Coffee, said: "As Cooks Coffee Company strategically shifts towards a more UK-centric focus, Aiden brings a wealth of experience and a deep understanding of our Company, particularly in the core markets of UK and Ireland, and a proven track record in driving growth and he has strong relationships with our key franchisee business partners. His appointment is of paramount importance, as we continue to expand our operations in this region and internationally."

ESQUIRES
THE ORGANIC COFFEE CO.



(L to R) Keith Jackson Chairman of Cooks Coffee Company and Aiden Keegan Chief Executive Officer at the Esquires Café in St Neots U.K.)

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