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("Cooks Coffee", the "Company" or the "Group")

## **COOKS COFFEE ANNOUNCES MASTER FRANCHISE AGREEMENT FOR ESQUIRES COFFEE RETAIL CHAIN IN INDIA**

Cooks Coffee Company (NZX:CCC; AQUIS:COOK), the international coffee focused café chain has entered into a Master Franchise Agreement ("MFA") for India with their Esquires brand. The agreement has been signed with Sterling Coffee House Limited (the "Franchisee"), a Special Purpose Vehicle ("SPV"), that will manage the venture.

The market size for India's coffee retail chains was valued at USD 18.83 billion in the year to March 2025 and is projected to grow at a CAGR of 9.84% from 2030<sup>1</sup>. This growth can be attributed to the growing coffee culture and changing lifestyle, the rising urbanisation and increasing per capita income

This exciting new partnership represents a significant step in expanding Cooks Coffee's global footprint and marks the next phase in the international development of the Esquires Brand. The Company is confident that the strong local expertise and proven track record of the franchise partner will contribute to the success of this venture.

Under the terms of the MFA, the Franchisee will be responsible for the establishment and operation of the Esquire's business in India, with ongoing support from Cooks Coffee. This support will include providing systems, processes, and best practices related to the Esquires brand, enabling the Franchisee to maintain the high standards synonymous with the brand.

The Company will continue to update the market on progress as the venture develops.

**Executive Chairman Keith Jackson of Cooks Coffee Company, said:** "India represents a dynamic and growing market, and we are confident that Sterling Coffee Houses Limited will be a great partner in bringing the Esquires Brand to new customers across India. This partnership will enable us to extend our brand presence, with our partner benefiting from the proven operational support provided by our teams in the UK & Ireland."

<https://www.mordorintelligence.com/industryreports/india-cafes-&-bars-market>

<https://www.cookscoffeecompany.com/>

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