



# Cooks Coffee Company

**ANNUAL GENERAL MEETING  
10th September 2024**

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coffee company

**ESQUIRES**  
THE ORGANIC COFFEE CO.



# Agenda

- Introduction
- Chairman's Address
- Trading Update
- Resolutions





# Company Overview



## MISSION AND VALUES

Cooks Coffee is building an ethical café group with great cafés owned and run by local people. We are committed to continually improving our products and services through innovation.

## Stock Listings

- 🍷 New Zealand Stock Exchange (NZX): **CCC**
- 🍷 Aquis Exchange in London: **COOK**

## Franchise Model

Cooks promotes individual entrepreneurship and local community engagement through its franchise model.

## Key Operations of Esquires Coffee

**Focus Regions:** UK and Ireland

**Master Franchise Countries:** Bahrain, Indonesia, Jordan, Kuwait, Pakistan, Portugal, Saudi Arabia,

## Sustainability Commitment

Cooks Coffee is dedicated to the highest standards of sustainability, with all coffee being organic and sourced from certified suppliers.

## Growth and Reach

- 🍷 **International Markets:** 9
- 🍷 **Total Outlets:** 104 (as of Sep 2024)

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# UK Business Model

## Regional Developer System

### COOKS' ESQUIRES BRAND

Store sales grew

# 32.4%

22 weeks to 1st September

Store numbers increased by

# 13% to 68



Royalty income from franchised stores is shared between the company and regional developers. Regional developers have their own staff managing the stores in their region with oversight and support from Esquires Coffee UK.





# UK Store Portfolio

## Stores By Type

Development



📍 Bicester, Oxfordshire

High Street



📍 Godalming, Surrey

Shopping Mall



📍 Crawley, West Sussex



# IRISH Business Model

Direct System with multi-site owners  
- 15 stores

**ESQUIRES IRELAND**

Store sales grew  
**+6.4%**

22 weeks to 1<sup>st</sup> September  
v last year.  
Like for like sales +6.6%



**ESQUIRES COFFEE HOUSES (IRELAND)**



One Store - 4  
Owners =4

2 Stores -4  
Owners=8

3 Stores - 1  
Owners=3

Royalty income from franchised stores is paid to the company weekly based on till sales.





# Objectives & Brand positioning



## FY25 NEW STORES

### Openings

- 🍵 **UK:** Colliers Wood, Newport, Sudbury, Pinner, Ruislip, Newbury, Chesterwell, Cardiff
- 🍵 **Ireland:** Galway - Wellpark

## Objectives

- 🍵 **Grow Existing Network Sales:** Increase Like for Like sales at more than inflation
- 🍵 **Expand Market Presence:** Increase footprint in the UK and Ireland by opening new stores with the target of achieving >300 within 10 years
- 🍵 **Enhance Brand Recognition:** Strengthen brand identity and community engagement
- 🍵 **Sustainability Leadership:** Lead with sustainability in mind and practice
- 🍵 **Franchise Support:** Provide robust support to franchisees to ensure consistent quality and customer experience.

## Brand Positioning

- 🍵 Emphasise ethical sourcing, community engagement, and local ownership
- 🍵 Highlight sustainability credentials and certified coffee sources
- 🍵 Appeal to “premium mainstream” consumers

## Target Audience

Urban professionals, coffee enthusiasts, environmentally conscious consumers, local communities

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# Company positioning



## Unique Selling Points of Cooks Coffee Esquires brand

- 🍷 Ethical café group with a strong local ownership model Commitment to sustainability with certified coffee sources
- 🍷 Focus on community engagement and supporting local entrepreneurs
- 🍷 Empower entrepreneurs with a proven franchise system and comprehensive support
- 🍷 Differentiate by fostering local entrepreneurship and community ties
- 🍷 Demonstrate ability to expand rapidly with a strategic focus on key international markets
- 🍷 Outperforming overall market growth and industry leaders in 2024

## Investment Appeal

- 🍷 **Market Opportunity:** Positioned in a growing industry with increasing consumer demand for specialty coffee and sustainable practices
- 🍷 **Proven Track Record:** Successful expansion into new markets with a clear strategy for continued growth
- 🍷 **Revenue Diversification:** Multiple revenue streams from franchise fees and store sales
- 🍷 **Management Expertise:** Experienced leadership team with a strong understanding of the coffee retail sector

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# Board of Directors and Management



**Keith Jackson**  
Executive Chairman



**Peihuan Wang**  
Director



**Elena Garside**  
Independent Director



**Gordon Robinson**  
Independent Director



**Michael Ambrose**  
Independent Director



**Aiden Keegan**  
Group CEO, Managing Director (UK)



**Gareth Lloyd-Jones**  
Independent Director



**Brendan Duigenan**  
Managing Director (Ireland)



**Paul Elliott**  
Independent Director



**Katie Scott**  
Chief Financial Officer



## Introduction to CEO & CFO



### **Aiden Keegan**

**Group CEO / Managing Director, UK**

Aiden has more than 25 years' experience in the food and beverage industry, with strong skills in franchisee and supplier relationship as well as optimisation of operational systems. Aiden has been with Esquires for more than 20 years and was Operations Manager in Ireland before taking up his current role.

### **Katie Scott**

**Chief Financial Officer**

Katie has recently returned to the UK from more than 20 years living in Australia where she held senior finance roles in various industries including airlines, property, media & travel.





# Summary



**ETHICAL CAFÉ  
GROUP  
PROMOTING  
LOCAL  
OWNERSHIP  
AND  
COMMUNITY  
ENGAGEMENT**

## Listing

Listed on the New Zealand Stock Exchange (NZX: CCC) and Aquis Exchange in London (Ticker: Cook).

## Market Presence

104 outlets across 9 international markets, with a strategic focus on the UK and Ireland.

## Brand Portfolio

Owns global rights\* to Esquires Coffee, with core markets in UK and Ireland.

## Value Proposition

- 🔹 **Ethical and Sustainable:** Committed to ethical sourcing and sustainability practices
- 🔹 **Strong Community Focus:** Supports local entrepreneurship and community initiatives
- 🔹 **Experienced Management:** Led by seasoned industry professionals with a proven track record
- 🔹 **Strong New Store Pipeline:** 23% of sales in first 22 weeks of FY25 are from stores opened since April 2023
- 🔹 **Market Opportunity:** Positioned in a growing industry with strong consumer demand for premium coffee and sustainability

*\*(excluding New Zealand & Australia)*

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# Regional Stores

## UK and ROI

### Ireland

Carrick-on-Shannon  
 Castlecomer  
 Clonmel  
 Dublin – The Custom House  
 Dublin – Ilac Shopping Centre  
 Dublin – O'Connell Street  
 Dublin – Tallaght Shopping Centre  
 Galway – Eyre Square  
 Galway – Wellpark  
 Limerick  
 Longford  
 Mullingar  
 Navan  
 Roscommon  
 Swords



### UK - North East

Darlington  
 Middlesbrough  
 Scarborough  
 Sunderland

### UK - North West

Ambleside  
 Stockton Heath

### UK - Yorkshire & The Humber

Doncaster  
 Wakefield

### UK - East Midlands

Brackley  
 Corby  
 Leicester  
 Leicester Wulcomb  
 Loughborough  
 Northampton

### UK - West Midlands

Hanley  
 Leamington Spa  
 Sandwell Aquatics Centre  
 Stratford-upon-Avon

### UK - East of England

Basildon  
 Chesterwell  
 Hitchin  
 Hoddesdon  
 Houghton Regis  
 Kettering  
 Letchworth  
 Luton  
 Melton Mowbray  
 Southend-on-Sea  
 Stevenage  
 St Neots  
 Sudbury

### UK - London

Balham  
 Collier Wood  
 Pinner  
 Ruislip  
 Shepherd's Bush  
 Twickenham

### UK - South East

Alton  
 Aylesbury  
 Aylesbury Central  
 Aylesbury Lucas  
 Bicester  
 Buckingham  
 Crawley Mall  
 Crayford  
 Dartford  
 Dorking  
 Egham  
 Esher  
 Godalming  
 Guildford  
 Guilford Boxgrove  
 Horsham  
 Maidstone  
 Mursley Farm  
 Newbury  
 Southsea  
 Tunbridge Wells  
 Walton-on-Thames  
 Windsor  
 Worthing

### UK - South West

Boscombe  
 Bournemouth  
 Yate

### UK - Wales

Caerphilly  
 Cardiff (Mermaid Quays)  
 Newport

### UK - Scotland

### UK - Northern Ireland

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## Cooks Coffee Company Limited - Continuing Business Financials FY22 – FY24



Statement of Consolidated Profit and Loss – Continuing Operations NZ\$000	FY24 \$'000	FY23 \$'000 (restated)	FY22 \$'000 (Triple Two restated as discontinued)
Revenue	4,703	3,920	3,412
Operating Profit/(loss)	179	399	85
Profit/(loss) before Income Tax	(356)	(224)	(719)
Profit/(loss) from Continuing Operations	(356)	(111)	(609)
Loss per share from continuing Operations	(0.61)	(0.20)	(1.15)

Borrowings and other liabilities (per Annual Report)	FY24		FY23		FY22	
	Current	Non-Current	Current	Non-Current	Current	Non-Current
Borrowings	1,806	1,277	2,108	1,383	2,892	1,521
Other Liabilities	-	-	560	-	565	-
Borrowings & Other Liabilities	1,806	1,277	2,668	1,383	3,457	1,521

No. of stores at year end	FY24	FY23	FY22
UK	60	51	47
Ireland	15	13	13
Rest of World	27	27	27



# Trading Update

22 weeks to 1st September 2024



- UK & Ireland store sales +23.1%
- UK +32.4%, Ireland +6.4%
- 8 New Stores opened in UK & 1 in Ireland
- Like for like sales growth in UK 2.0% & Ireland +6.6%
- New stores opened since April 2023 contributed 23% of total sales in first 22 weeks FY25 YTD
- Weekly sales record of store sales in week ending 1st September of > NZ\$1.4m (Stg £0.7m)
- Store sales expected to continue to build given positive new store pipeline

A close-up photograph of a hand pouring milk from a metal pitcher into a glass cup of coffee. The coffee has a latte art pattern. The text 'Q&A' is overlaid in the center of the cup.

# Q&A

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