

Cooks Coffee Company

ANNUAL GENERAL MEETING 10th September 2024









Company Overview



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

10 Total Outlets: 104 (as of Sep 2024)



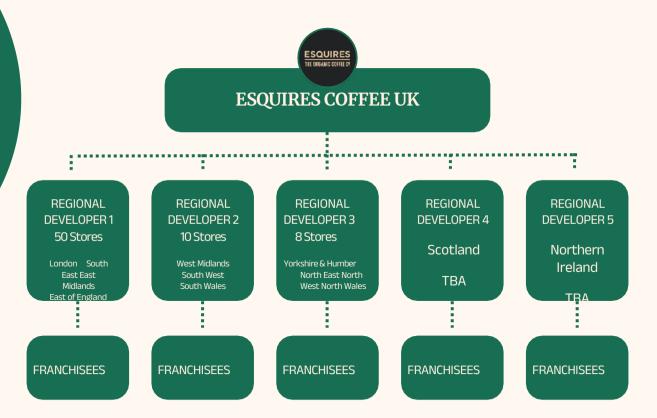






UK Business Model

Regional Developer System



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.

















ESQUIRES IRELAND

Store sales grew

+6.4%

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





IRISH Business Model

Direct System with multi-site owners
- 15 stores



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



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
- **9** 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









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







Board of Directors and Management



Keith Jackson

Executive Chairman



Elena Garside Independent Director



Michael Ambrose Independent Director



Gareth Lloyd-Jones
Independent Director



Paul Elliott
Independent Director



Peihuan Wang
Director



Gordon Robinson
Independent Director



Aiden Keegan
Group CEO, Managing Director (UK)



Brendan Duigenan
Managing Director (Ireland)



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.











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

- **9 Ethical and Sustainable:** Committed to ethical sourcing and sustainability practices
- **9 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







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 Fast

Darlington Middlesbrough Scarborough Sunderland

UK - North West

Amhleside Stockton Heath

UK - Vorkshire & The Humber

Doncaster Wakefield

UK - Fast Midlands

Brackley Corby Leicester Leicester Wullcomb 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

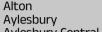
Sudburv

UK - London

Balham Collier Wood

Pinner Ruislip

Shepherd's Bush Twickenham



UK - South Fast

Aylesbury Central Ávlesbury Lucas

Bicester Buckingham Crawley Mall Cravford Dartford Dorking Egham

Fsher Godalming Guildford

Guilford Boxgrove

Horsham Maidstone Mursley Farm Newbury Southsea Tunbridge Wells Walton-on-Thames Windsor

UK - South West

Boscombe Bournemouth Yate

UK - Wales

Worthing

Caerphilly

Cardiff (Mermaid Quays)

Newport

UK - Scotland

UK - Northern Ireland







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)	F' Current	Y24 Non-Current	F' Current	Y23 Non-Current	Current	Y22 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









- **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 EV25 VTD
- 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





