[redacted]

From: Cooks Coffee Company <no_return@linkinvestorservices.co.nz>
Sent: Tuesday, 18 October 2022 11:05 AM
To: [redacted]
Subject: Cooks Coffee Company Limited Rights Issue

CSN/Holder Number: [redacted]

Entitlement Number: [redacted]

18 October 2022

Dear shareholder

Cooks Coffee Company Limited rights issue

On 7 October 2022, Cooks Coffee Company Limited (**Cooks**) announced to NZX that we planned to undertake a pro-rata renounceable rights issue. On behalf of the directors of Cooks, we are now pleased to offer eligible shareholders the opportunity to participate in the rights issue at an issue price of NZ$0.36 cents 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 the 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 Rights Offer component of the Offer opens today.

Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held as at 5.00pm NZ time on the Record Date of 17 October 2022, 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.

Eligible shareholders wishing to participate in the Rights offer can now apply online at https://cookscoffeecompany.capitalraise.co.nz/. To complete your acceptance online you will need your CSN/Holder Number and the unique Entitlement Number stated below. You must ensure that your application and payment are completed allowing sufficient time to be received by no later than 5.00pm (NZ Time) on **Friday 28 October 2022.**

Your online acceptance details:

CSN/Holder Number:	[redacted]
Entitlement Number:	[redacted]

The Rights Offer will close at 5.00pm (NZ Time) on Friday 28 October 2022.

Further details about the renounceable rights issue are included in the Offer Document which can be viewed online at https://cookscoffeecompany.capitalraise.co.nz/.

The rights issue offer document sets out important information about the Offer. Before making your investment decision, I encourage you to read the offer 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 an NZX Broker.

On behalf of the Board, thank you for your continued support as a shareholder and I welcome your participation in these rights offer.

Best Regards

Keith Jackson
Executive Chairman
Cooks Coffee Company Limited

The offer of Shares in Cooks Coffee Company Limited (Cooks) is made on the terms and conditions set out in the Offer Document dated 18 October 2022. Capitalised terms have the meaning set out in the Offer Document. Applications for Shares can be made through the online application process or as otherwise directed by Cooks. This email may not be forwarded to any other person (or otherwise reproduced in any manner) in any jurisdiction outside of New Zealand, Australia, United Kingdom or Ireland. Any forwarding or other distribution of this email in whole or in part may result in a violation of relevant securities laws. Cooks disclaims all liability in respect of any breach of such laws.

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