



ESQUIRES
THE ORGANIC COFFEE CO

TRIPLE TWO
REAL FOOD, AWESOME COFFEE

18 October 2022

CSN/Holder Number: [REDACTED]

Entitlement Number: [REDACTED]

Shares Held: [REDACTED]

Dear shareholder

Cooks Coffee Company

Introduction

You currently hold less than 1,125 shares in Cooks Coffee Company Limited (*Cooks*).

On 6 April 2022, Cooks wrote to you to advise that it intended to exercise a power of sale under its constitution of holdings of less than 1,125 shares, as that is less than a 'less than minimum holding' under the NZX Listing Rules. On 7 October 2022, Cooks announced a rights issue.

Your options

The purpose of this letter is to give you an opportunity to participate in the rights issue and increase your shareholding to more than 1,125 shares, to ensure Cooks does not sell your shareholding.

If you do not wish to participate in the rights issue, you have the following options:

- 1) seek to sell your shares through the NZX Main Board, or privately;
- 2) purchase further shares in Cooks through the NZX Main Board (applicable brokerage charges will apply) or privately, to increase your shareholding above 1,125 shares;
- 3) transfer your holding to a low-cost platform (e.g. Sharesies – refer instructions **enclosed**) or
- 4) do nothing, in which case your shares will be compulsorily acquired and sold following completion of the rights issue intended to close on the 28 October 2022.

If you have any questions about these options and particularly if you would like to participate in the rights issue please get in touch with our registry Link Market Services in one of the following ways:

Website: www.linkmarketservices.co.nz
Email: applications@linkmarketservices.com
Phone: +64 09 375 5998

Further details of the Rights Issue

Cooks plans to offer eligible shareholders who holds shares at 5.00pm on the record date 17 October 2022 the opportunity to participate in a rights issue at an issue price of NZ\$0.36 per share (or £0.18 per share). 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 Annual Meeting presentation released by Cooks on 27 September 2022 sets out Cooks' growth plans in further detail, and is available to view at www.nzx.com under the ticker code "CCC". Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held, and to apply for additional shares at that price. 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.

Before making your investment decision, I encourage you to read the offer document and information released by Cooks to NZX available to view at www.nzx.com under the ticker code "CCC", such as the full year results 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 a NZX Broker.

If you wish to participate in the rights issue please either apply online at <https://cookscoffeecompany.capitalraise.co.nz>. To complete your acceptance online you will need your CSN/Holder Number and unique Entitlement Number stated at the top of this letter or email applications@linkmarketservices.co.nz as soon as possible, providing the CSN/Holder Number at the top of this letter, so the Company's share registrar can send you the offer document and an application form.

Keith Jackson
Executive Chairman
Cooks Coffee Company Limited

Sharesies makes investing easy and accessible

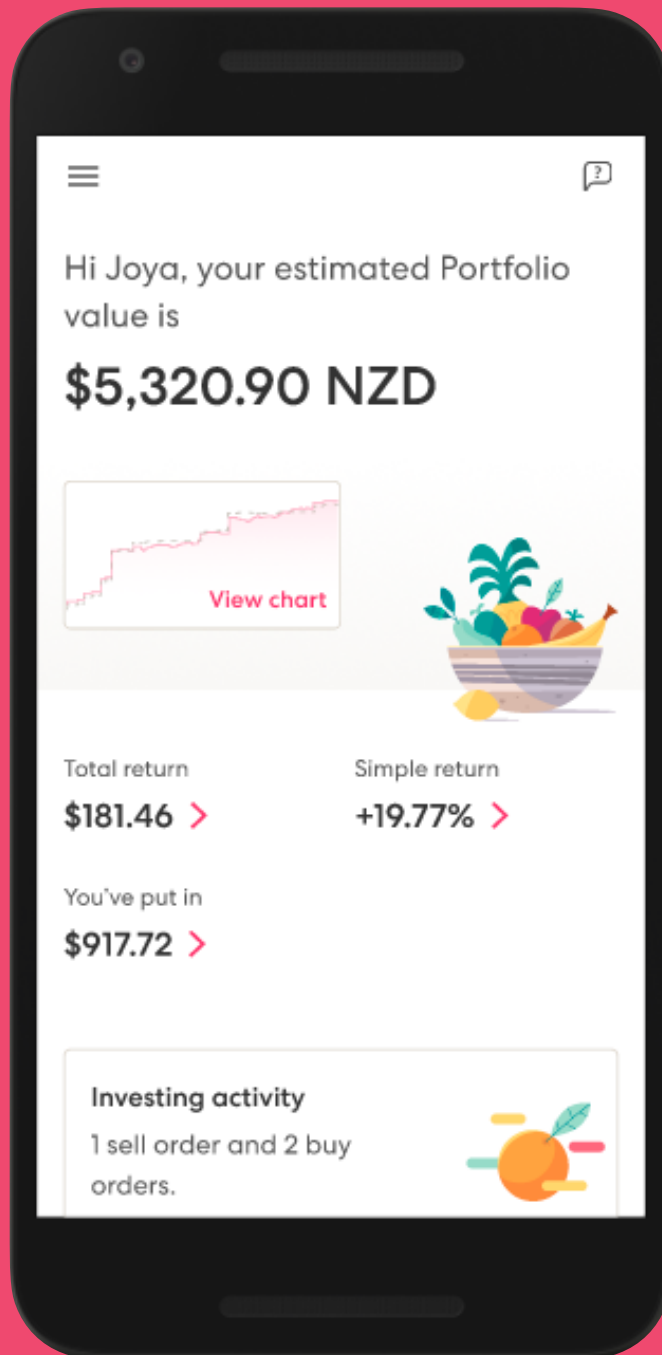
How can you transfer your shares?

The first step is to sign up as a Sharesies investor (if you are not already part of the 500,000 New Zealanders who have already!)

You will need:

- drivers license or passport; and
- proof of address.

That's it! There is no cost to opening an account and we make the sign up process quick and easy. For more information on the sign up process click [here](#)



Transferring Shares

The second step is to transfer your Cooks Coffee Company shares

You will need:

- Common shareholder number (CSN) or Holder Number;
- Authentication Code (or FIN); and
- Cooks shares to transfer.

There is no cost to transferring your shares to your Sharesies account and Sharesies can accomodate shares with joint ownership too. For further information click [here](#)

Now that you have a Sharesies account and your shares have been transferred you will be able to easily buy up or sell down on your shares at our competitive brokerage rates. For further information on brokerage click [here](#)

