

3 April 2017

FRANCHISE BRANDS PLC

("Franchise Brands" or the "Group" or the "Company")

Senior management appointment

Franchise Brands plc, a multi-brand international franchisor, announces that Colin Rees has been appointed to the new position of Chief Information Officer (a non-Board position), effective 1 April 2017.

Colin was until very recently Director of IT at Domino's Pizza where he was responsible for the IT infrastructure of the business from the point-of-sale system in over 1,000 stores, via the mobile and Web ordering system, through to the recently launched ERP infrastructure. He previously held a number of senior IT roles at EasyJet including Head of Software Delivery. Colin started his career at Argos plc and held a number of positions over a 10-year period.

Commenting on the appointment Stephen Hemsley, Executive Chairman, said:

"I am delighted Colin is joining Franchise Brands at such an exciting time for the Group. Colin has over 25 years of IT experience gained across a number of blue chip companies and for the past 6 years I have greatly enjoyed working with him in his role as Director of IT at Domino's Pizza. With the forthcoming completion of the acquisition of Metro Rod Limited, Franchise Brand's information and IT requirements will be of central importance to the Group and Colin will become a key member of our commercial team, helping to drive efficiency and synergies across the enlarged Group through enhanced and common operating, management information and workflow systems."

Options over 285,000 new ordinary shares of 0.5 pence each in the Company, exercisable at a price of 87.5p per share, have been issued to Colin under the Company's existing long term incentive plan ("LTIP"). Subject to the rules of the LTIP, these options will vest on or after the third anniversary of their issue. The exercise price of the options represents the closing mid-market price of the Company's shares on 31 March 2017.

- Ends -

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