

14 November 2018

FRANCHISE BRANDS PLC

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

TRANSACTION IN OWN SHARES

The Board of Franchise Brands announces that, in accordance with the authority granted by shareholders at the Company's Annual General Meeting on 25 April 2018, on 14 November 2018 the Company purchased 25,000 of its own ordinary shares of 0.5p each ("Ordinary Shares") at a price of 78.5p per share. These shares will be held as treasury shares.

Following this transaction, the total number of Ordinary Shares held as treasury shares by the Company is 125,000 Ordinary Shares. The total number of Ordinary Shares in issue is 77,732,033 (including shares held as treasury shares). Therefore, the total number of voting rights in the Company is 77,607,033 which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedule below contains detailed information about the purchases made by Dowgate Capital Stockbrokers on behalf of the Company as part of the buyback programme.

Enquiries:

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|---|-----------------------------|
| Franchise Brands plc | +44 (0) 1562 826705 |
| Stephen Hemsley, Executive Chairman | |
| Chris Dent, Chief Financial Officer | |
| Julia Choudhury, Corporate Development Director | |
| Allenby Capital Limited (Nominated Adviser and Joint Broker) | +44 (0) 203 328 5656 |
| Jeremy Porter/ Liz Kirchner | |
| Dowgate Capital Stockbrokers (Joint Broker) | +44 (0) 203 903 7715 |
| James Serjeant / Colin Climie | |
| MHP Communications (Financial PR) | +44 (0) 203 128 8100 |
| Katie Hunt | |

Schedule of Purchases

| | |
|---------------------------|---|
| <i>Shares purchased:</i> | Franchise Brands plc (ISIN: GB00BD6P7Y24) |
| <i>Date of purchases:</i> | 14 November 2018 |
| <i>Investment firm:</i> | Dowgate Capital Stockbrokers |

Aggregate information:

| <i>Venue</i> | <i>Volume-weighted average price, pence</i> | <i>Aggregated volume</i> |
|-----------------------|---|--------------------------|
| London Stock Exchange | 78.5p | 25,000 |

Individual transaction:

| <i>Number of shares purchased</i> | <i>Transaction price (pence per share)</i> | <i>Time of transaction</i> | <i>Trading venue</i> |
|-----------------------------------|--|----------------------------|-----------------------|
| 25,000 | 78.5p | 9:21 | London Stock Exchange |