

12 December 2018

FRANCHISE BRANDS PLC
("Franchise Brands", the "Company" or the "Group")

Grant of Share Options

Franchise Brands plc, a multi-brand international franchisor, announces that its remuneration committee has awarded a total of 1,200,989 options over ordinary shares of 0.5 pence each in the Company ("Ordinary Shares") to various directors and employees of the Company (the "Options"). These Options were granted under the Company's long-term incentive plan share option scheme (the "Scheme").

The Options are exercisable at the closing mid-market price of Ordinary Shares on 11 December 2018, being 69 pence per Ordinary Share (the "Exercise Price"). The Options expire on 11 December 2028 if not exercised.

The Options are exercisable in the following circumstances:

- 1) As to 20 per cent. after reported fully diluted adjusted earnings per share achieves compound annual growth of 8 per cent. over each of the next three financial years;
- 2) As to 100 per cent. after reported fully diluted adjusted earnings per share achieves, or is more than, compound annual growth of 15 per cent. over each of the next three financial years; and
- 3) On a sliding scale basis as between 20 per cent. and 100 per cent. of the Options after reported fully diluted adjusted earnings per share achieves compound annual growth of between 8 per cent. and 15 per cent. over each of the next three financial years.

The exercise of Options will be satisfied by shares held in treasury to the extent possible and otherwise through the issue of new Ordinary Shares at the Exercise Price. The Company is highly cash generative and has been repurchasing shares as part of its previously announced intention to offset the dilutive impact of share awards, focusing on overall shareholder return. To date, the Company has repurchased 125,000 Ordinary Shares in the market, all of which are held in treasury.

Of the 1,200,989 Options issued, 343,880 have been issued to certain directors of the Company as set out below:

| Director | Position | Number of Options granted | Total options held following the grant |
|-----------------|---|----------------------------------|---|
| Chris Dent | Chief Financial Officer | 21,970 | 325,000 |
| Peter Molloy | Managing Director, Metro Rod | 106,000 | 409,030 |
| Tim Harris | Managing Director, ChipsAway and Ovensclean | 71,970 | 375,000 |
| Julia Choudhury | Corporate Development Director | 71,970 | 375,000 |
| Colin Rees | Chief Information Officer | 71,970 | 375,000 |

Following the grant of the Options, the Company has options in issue over a total of 4,533,530 Ordinary Shares, representing 5.8 per cent. of the Company's issued share capital.

For further information, please contact:

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) 20 3328 5656**
 Jeremy Porter/ Liz Kirchner

Dowgate Capital Stockbrokers (Joint Broker) **+44 (0) 20 3903 7715**
 James Serjeant / Colin Climie

MHP Communications (Financial PR) **+44 (0) 20 3128 8100**
 Katie Hunt

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

| | | | |
|----------|--|---|-----------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | John Christopher Dent | |
| 2 | Reason for the notification | | |
| a) | Position/status | Chief Financial Officer (plc director) | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Franchise Brands plc | |
| b) | LEI | 213800CFRX6CJ8LCKN37 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24 | |
| b) | Nature of the transaction | Grant of options over ordinary shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 69p | 21,970 |
| d) | Aggregated information | N/A | |

| | | |
|----|--------------------------|-------------------------|
| | - Aggregated volume | |
| | - Price | |
| e) | Date of the transaction | 11 December 2018 |
| f) | Place of the transaction | Outside a trading venue |

| | | | |
|----------|--|---|-----------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Peter Molloy | |
| 2 | Reason for the notification | | |
| a) | Position/status | Managing Director of Metro Rod (plc director) | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | Franchise Brands plc | |
| b) | LEI | 213800CFRX6CJ8LCKN37 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24 | |
| b) | Nature of the transaction | Grant of options over ordinary shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 69p | 106,000 |
| d) | Aggregated information - Aggregated volume - Price | N/A | |
| e) | Date of the transaction | 11 December 2018 | |
| f) | Place of the transaction | Outside a trading venue | |

| | | | |
|----------|--|--|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | |
| a) | Name | Timothy Harris | |
| 2 | Reason for the notification | | |
| a) | Position/status | Managing Director of ChipsAway and Ovensclean (plc director) | |

| | | | | |
|----------|--|---|-----------|--|
| b) | Initial notification /Amendment | Initial notification | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | |
| a) | Name | Franchise Brands plc | | |
| b) | LEI | 213800CFRX6CJ8LCKN37 | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24 | | |
| b) | Nature of the transaction | Grant of options over ordinary shares | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | 69p | 71,970 | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | |
| e) | Date of the transaction | 11 December 2018 | | |
| f) | Place of the transaction | Outside a trading venue | | |

| | | | | |
|----------|--|---|--|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | |
| a) | Name | Julia Choudhury | | |
| 2 | Reason for the notification | | | |
| a) | Position/status | Corporate Development Director (plc director) | | |
| b) | Initial notification /Amendment | Initial notification | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | |
| a) | Name | Franchise Brands plc | | |
| b) | LEI | 213800CFRX6CJ8LCKN37 | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | |

| | | | | |
|----|--|---|-----------|--|
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24 | | |
| b) | Nature of the transaction | Grant of options over ordinary shares | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | 69p | 71,970 | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | |
| e) | Date of the transaction | 11 December 2018 | | |
| f) | Place of the transaction | Outside a trading venue | | |

| | | | | |
|----------|--|---|-----------|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | |
| a) | Name | Colin Rees | | |
| 2 | Reason for the notification | | | |
| a) | Position/status | Chief Information Officer (plc director) | | |
| b) | Initial notification /Amendment | Initial notification | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | |
| a) | Name | Franchise Brands plc | | |
| b) | LEI | 213800CFRX6CJ8LCKN37 | | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 0.5p each in Franchise Brands plc Identification code (ISIN) for Franchise Brands plc ordinary shares: GB00BD6P7Y24 | | |
| b) | Nature of the transaction | Grant of options over ordinary shares | | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) | |
| | | | | |

| | | | | |
|----|--|-------------------------|--------|--|
| | | 69p | 71,970 | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | |
| e) | Date of the transaction | 11 December 2018 | | |
| f) | Place of the transaction | Outside a trading venue | | |