

5 March 2019

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 4 March 2019 the Company purchased 2,900 of its own ordinary shares of 0.5p each ("Ordinary Shares") at a price of 70p 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 217,450 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 77,514,583 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 at their discretion on behalf of the Company as part of the buyback programme.

Enquiries:

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

Shares purchased: Franchise Brands plc (ISIN: GB00BD6P7Y24)

Date of purchases: 4 March 2019

Investment firm: Dowgate Capital Stockbrokers

Aggregate information:

Venue

*Volume-weighted
average price, pence*

Aggregated volume

London Stock Exchange	70p	2,900
-----------------------	-----	-------

Individual transaction:

<i>Number of shares purchased</i>	<i>Transaction price (pence per share)</i>	<i>Time of transaction</i>	<i>Trading venue</i>
2,900	70p	15:18	London Stock Exchange