



23 January 2023

Dear shareholder,

The purpose of this letter is to give you the opportunity to confirm how you wish to receive future shareholder communications from Franchise Brands Plc (the “Company”). We prefer to use our website (www.franchisebrands.co.uk) to communicate with shareholders where possible as this provides many advantages to shareholders, such as:

- Easier and quicker access to documents;
- Saving paper and the physical distribution of hard copy documents, helping us to minimise our environmental impact; and
- Reducing the cost of printing and delivery of documents.

Set out below are the 3 options available to you on how you wish to receive future shareholder communications from the Company and how you can select each option:

ELECTRONIC COMMUNICATIONS

Option 1: If you wish to receive notifications via email that documentation and information are available on the Company website in electronic form then please register for the “ShareView” service via the below link:

www.shareview.co.uk/

POSTAL COMMUNICATIONS

Option 2: If you would prefer to receive documents and/or information from the Company in paper form in the post, rather than via the Company’s website, you will need to let us know by registering on the “ShareView” website and completing your communication preferences as ‘Post’. Please follow the below link to register for this service:

www.shareview.co.uk/

OR

Option 3: If you would like to receive written notification in the post when documentation is available on the Company website then you need take no further action – **this option will be applied to your shareholding automatically 28 days following the date of this letter if no response is received from you.**

In order to register for ShareView you will require:

- the Company name, currently referenced as “Franchise Brands Plc”;
- your shareholder reference number which is present on your share certificate or any payment documentation, also referred to as an Account Number. This is either 8 or 11 digits long;
- your registered first name(s) and surname; and
- your registered postcode.

If you are registering a corporate shareholding then please click ‘Registering not as an individual’.

Shareholder Communications – further information

Why are we being given this choice now?

The Companies Act 2006 includes provisions regarding shareholder communications which allow us to offer greater choice in how we communicate with you. This enables you to receive information more quickly, and enables the company to reduce its environmental impact and save money.

What are my options?

Your options are:

- To be notified by email that documents are available on the company website;
- To continue to receive all documents in paper form by post; or
- To be notified by letter that documents are available on the company website.

Why should I change to electronic communications?

Communicating with you via our website will not only reduce our impact on the environment and minimise waste but it will also enable us to deliver relevant information to you in a timely, convenient and more cost effective form.

You can also access a lot of additional information about the company on our website, such as share price, financial results, presentations and up to date regulatory news. If you elect for shareholder communications on our website, you will be able to access them on the day of publication rather than having to wait for them to arrive by post.

What do I need to do next?

Tell us how you want to receive future shareholder communications:

Option 1 – be notified by email that documents are available on the website

If you would like to receive shareholder documents by looking at the company website and would like to receive notification by email of the publication of relevant documents, visit www.shareview.co.uk, register for a Shareview portfolio and select 'electronic' as your preferred method of delivery of company communications. You will then receive an email each time a shareholder document is placed on the company website, giving you full details of where and how to access it.

Option 2 – continue to receive paper documents by post

If you would like to continue to receive shareholder documents in paper form through the post to your registered address, please visit www.shareview.co.uk, register for a Shareview portfolio and select 'post' as your preferred method of delivery of company communications.

If you would like to continue receiving postal communications, as stipulated above, but are unable or do not wish to register for ShareView then please contact SLC Registrars by post or email to confirm: SLC Registrars, PO Box 5222, Lancing, BN99 9FG or at office@slcregistrars.com.

Option 3 – be notified by letter that documents are available on the website

Alternatively, you can choose to access shareholder documents by looking at the company website and we will notify you by letter whenever we publish relevant documents. **If you wish to choose this option you need take no action.**

Can I change my mind?

Yes, you can change your mind at any time and request a paper copy of any document by writing to the Company Secretary, who will send this out to you free of charge within 21 days of receiving the request.

Are there any exemptions to electronic communications?

There may be times when the company needs or considers it desirable to send or supply documents or information to you in hard copy rather via the website, in which case the company reserve the right to do so. Also, any share certificates or dividend documentation will continue to be sent out in hard copy form.

If you have any queries regarding this process please contact SLC Registrars, P.O. Box 5222, Lancing BN99 9FG, office@slcregistrars.com, (0)203 890 2122.

Thank you for your assistance on this matter.

