

Dear Shareholder,

31 May 2024

Distribution of Company documents

In accordance with the Companies Act 2006 and its Articles of Association, the Company is authorised to send or supply certain documents and information ('Documents') to shareholders by making such Documents available electronically via a website. The Company's default and preferred means of communication with its shareholders is via its website at <https://www.franchisebrands.co.uk/> (the 'Website'). Ideally, we would like all of our shareholders to opt into full e-communications with the Company. The Board believes that by utilising electronic communication it will deliver savings to the Company in terms of administration, printing and postage, environmental benefits through the reduced consumption of paper and inks and to the environmental savings on fossil fuels used to deliver the paper documents, as well as speeding up the provision of information to shareholders.

In order to be able to send and supply Documents to shareholders in this fashion, the Company is required to ask shareholders individually to confirm their agreement to the Company sending or supplying the Documents to them as a member of the Company via the Website.

Accordingly, this letter constitutes a request for your agreement to the Company sending or supplying Documents to you by making the same available on the Website. If you:

- (i) agree to the Company sending or supplying Documents to you via the Website, please either complete Part A of the reply form attached and send it to Neville Registrars Limited or do nothing to be deemed to have consented to this form of communication; or
- (ii) would prefer to receive Documents in paper or 'hard copy' form rather than via the Website, you will need to complete Part B of the reply form attached and send it to Neville Registrars Limited.

Please note, if the Company does not receive a response from you within 28 days from the date of this letter, then it will be taken that you have agreed (under paragraph 10 of Schedule 5 to the Companies Act 2006) that the Company may send or supply Documents to you electronically via the Website.

We will notify you when Documents are available to access on the Website and we will provide you with:

- (i) the address of the Website;
- (ii) the place on the Website where the Documents may be accessed; and
- (iii) details of how to access the Documents.

Please note that there may be particular circumstances in which the Company needs to send Documents to you in 'hard copy' rather than by Website publication, in which case the Company reserves the right to do so.

Yours faithfully,
Rob Bellhouse
Company Secretary

Please complete and return this Preferred Option Card using the reply paid envelope provided. If it is posted outside the United Kingdom, please return it in an envelope to Neville Registrars Limited, Neville House, Steelpark Road, Halesowen, B62 8HD and you will need to pay the appropriate postage charge.

Franchise Brands plc

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Preferred Option Card: request to send or supply documents and information via a website

Electronic Communication

Electronic Communications - Important Notification Regarding Future Shareholder Information

The purpose of this letter is to ask how you would like to receive shareholder communications in future.
Please select one of the following options

Option 1 - Website: If you would like to be notified when shareholder documents are available on our website (<https://www.franchisebrands.co.uk/>) please complete Part A of this reply form and return it to Neville Registrars Limited. If you provide an email address in Part A, we will provide notification that Documents are available by e-mail. If no e-mail address is provided in Part A, we will provide notification by post.

Option 2 - Receive Paper: If you would like to continue to receive all shareholder documents in hard copy form by post please complete Part B of this reply form and return it to Neville Registrars Limited

Option 3 - Take No Action: If you take no action, we will no longer post shareholder documents to you, but we will write to you whenever such documents are produced to advise you that they are available for viewing via the Company's website

Preference for _____ :

PART A

Complete this Part A if you consent to the supply of Documents to you via the Website

I/We agree to the Company's request to send or supply Documents to me/us by making the same available on the Franchise Brands plc website.

Email address

Signed

Date.....

OR: PART B

Complete this Part B if you do NOT consent to the supply of Documents to you via the Website

I/We elect to continue to receive Documents in hard copy from the Company by post.

Signed

Date.....

>123-0
Name
Address 1
Address 2
Address 3
Address 4
Address 5
Address 6