A circular photograph showing three young adults (two women and one man) sitting at a table in a cafe. They are all smiling and looking at a laptop screen. The woman on the left is holding a white coffee cup. The man on the right is also holding a white coffee cup. The woman in the middle is looking at the laptop. The background is slightly blurred, showing an outdoor cafe setting with wooden tables and chairs.

**cooks**  
coffee company

We are building  
a family of ethical  
café brands with  
community spirit

# Who are we?

No 4

## 4<sup>th</sup> Largest coffee focused café chain in UK

Cooks owns **Esquires Coffee** brand that has operated in UK & Ireland since 2002 and **Triple Two** Coffee, one of the fastest-growing coffee focused brands in the UK

70  
Stores

Less than 1% of the UK branded cafe market



Cooks is listed on the New Zealand Stock Exchange with a shareholder base of >600. On 2 November 2022 became 100<sup>th</sup> listing on Aquis



## The UK Coffee Sector

£ 5.8 Billion

£ 4.4 Billion

9,540 outlets



### Branded Coffee Shops

As of January 2022, the branded UK coffee shop market has 9,540 outlets



### Market Size

Allegra estimates the UK branded coffee shop segment to be valued at £4.4 billion



### Opportunity

The market is projected to grow to £5.8 billion by 2026 at 5.8% CAGR

**ESQUIRES**  
THE ORGANIC COFFEE CO.

**TRIPLE TWO**  
REAL FOOD, AWESOME COFFEE

# Cooks H1 FY23

## Revenue from trading operations +37%

Overall revenue declined as a result of the timing of recognising capital revenues on store openings.

## Profit from continuing operations +14% v FY22

Full year revenue & profit on track to meet expectations

Seeking funding for growth initiatives from equity or convertible notes with 1 & 2 year coupon options



### Community

Franchisees are local and own their own business



### Management

Dedicated management teams located in the UK and Ireland. Management, Board & franchisees own >50% of the shares providing alignment with investors



### Growth

Organic growth and synergistic acquisitions

# Resilient UK Store Sales Performance

April – November 2022

Esquires UK &  
Triple Two Coffee



2022 vs 2019

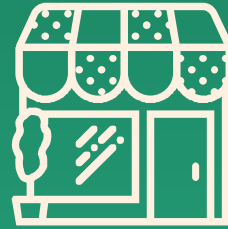


2022 vs 2021



AVT to £6.29 vs 2019

# Growth Opportunities



## Innovative offerings

Adding options including alcohol



## Trading Hours

Trading into the evening



## Digital Integration

Ordering and delivery



## Loyalty Program

Personalised offerings

# Compelling Investment Opportunity

**Cooks** are already the 4<sup>th</sup> largest coffee focused group in the UK with significant organic and acquisition growth opportunities

We are on high streets, in market towns and suburbs, our franchisee owners are part of the local communities. We are capturing the opportunity from the working from home shift. A great team of experienced & dedicated management & franchisees

**Cooks Coffee; a compelling investment in the consumer space**

