



**ESQUIRES**  
THE ORGANIC COFFEE CO

**TRIPLE TWO**  
REAL FOOD, AWESOME COFFEE

18 October 2022

CSN/Holder Number: [REDACTED]

Entitlement Number: [REDACTED]

Dear shareholder

### **Cooks Coffee Company rights issue**

On 7 October 2022, Cooks Coffee Company Limited (Cooks) announced to NZX that we planned to offer eligible shareholders the opportunity to participate in our renounceable rights issue at an issue price of NZ\$0.36 per share (or £0.18 per share). The Rights will not be quoted and cannot be traded on the NZX Main Board. You have until 5:00pm (New Zealand time) on 28 October 2022 to accept the offer online using the Shareholder Number and Entitlement Number printed above at website: <https://cookscoffeecompany.capitalraise.co.nz>.

Cooks is undertaking this capital raise with the objective of using the proceeds to:

- accelerate the opening of new stores, expand its offering, and bring greater value to customers and shareholders;
- use the capital from the fundraising to progress its plans for an expanded digital marketing capability and for general working capital purposes, with the aim of expanding our client base and improving our overall product offering; and
- seek to acquire dynamic brands with a unique offering and will focus on targeting well-run firms with strong sustainability credentials who can provide synergies with Cooks' existing Esquires and Triple Two brands.

The AGM presentation released by Cooks on 27 September 2022 sets out Cooks' growth plans in further detail, and is available at [www.nzx.com](http://www.nzx.com) under the ticker code "CCC". Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held, and to apply for additional shares at that price. Eligible shareholders have until 5:00pm (New Zealand time) on 28 October 2022 to apply at the following link: <https://cookscoffeecompany.capitalraise.co.nz>.

Shareholders who choose not to take up their Rights will have their percentage shareholding diluted.

In parallel to the rights issue, the directors plan to make a private placement to new investors in the United Kingdom and New Zealand at the same price as the shares offered in the rights issue. While Cooks is seeking to raise up to NZ\$3 million (£1.5m) through the rights issue and associated placement, Cooks reserves the right to accept oversubscriptions in the placement or rights issue.

Before making your investment decision, I encourage you to read this document and information released by Cooks to NZX available at [www.nzx.com](http://www.nzx.com) under the ticker code "CCC", such as the full year result released in May 2022, the annual report released in June 2022, and the AGM presentation released in September 2022. If you are in doubt as to what you should do, you should consult your financial or professional adviser or a NZX Broker.

**Keith Jackson**  
Executive Chairman  
**Cooks Coffee Company Limited**

**From:** Cooks Coffee Company <no\_return@linkinvestorservices.co.nz>  
**Sent:** Tuesday, 18 October 2022 11:05 AM  
**To:** [REDACTED]  
**Subject:** Cooks Coffee Company Limited Rights Issue



CSN/Holder Number: [REDACTED]

Entitlement Number: [REDACTED]

18 October 2022

Dear shareholder

**Cooks Coffee Company Limited rights issue**

On 7 October 2022, Cooks Coffee Company Limited (**Cooks**) announced to NZX that we planned to undertake a pro-rata renounceable rights issue. On behalf of the directors of Cooks, we are now pleased to offer eligible shareholders the opportunity to participate in the rights issue at an issue price of NZ\$0.36 cents per share (or £0.18 per share). The Rights will not be quoted and cannot be traded on the NZX Main Board. You have until 5:00pm (New Zealand time) on the 28 October 2022 to accept the offer online using the Shareholder Number and Entitlement Number printed above at website: <https://cookscoffeecompany.capitalraise.co.nz/>.

Cooks is undertaking this capital raise with the objective of using the proceeds to:

- accelerate the opening of new stores, expand its offering, and bring greater value to customers and shareholders;
- use the capital from the fundraising to progress its plans for an expanded digital marketing capability and for general working capital purposes, with the aim of expanding our client base and improving our overall product offering; and
- seek to acquire dynamic brands with a unique offering and will focus on targeting well-run firms with strong sustainability credentials who can provide synergies with Cooks' existing Esquires and Triple Two brands.

**The Rights Offer component of the Offer opens today.**

Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held as at 5.00pm NZ time on the Record Date of 17 October 2022, and to apply for additional shares at that price. **Eligible shareholders have until 5:00pm New Zealand time on 28 October 2022 to apply at the following link:** <https://cookscoffeecompany.capitalraise.co.nz/>.

Shareholders who choose not to take up their Rights will have their percentage shareholding diluted.

In parallel to the rights issue, the directors plan to make a private placement to new investors in the United Kingdom and New Zealand at the same price as the shares offered in the rights issue. While Cooks is seeking to raise up to NZ\$3 million (£1.5m) through the rights issue and associated placement, Cooks reserves the right to accept oversubscriptions in the placement or rights issue.

Eligible shareholders wishing to participate in the Rights offer can now apply online at <https://cookscoffeecompany.capitalraise.co.nz/>. To complete your acceptance online you will need your CSN/Holder Number and the unique Entitlement Number stated below. You must ensure that your application and payment are completed allowing sufficient time to be received by no later than 5.00pm (NZ Time) on **Friday 28 October 2022**.

Your online acceptance details:

CSN/Holder Number:

██████████

Entitlement Number:

██████████

**The Rights Offer will close at 5.00pm (NZ Time) on Friday 28 October 2022.**

Further details about the renounceable rights issue are included in the Offer Document which can be viewed online at <https://cookscoffeecompany.capitalraise.co.nz/>.

The rights issue offer document sets out important information about the Offer. Before making your investment decision, I encourage you to read the offer document and information released by Cooks to NZX available at [www.nzx.com](http://www.nzx.com) under the ticker code "CCC", such as the full year result released in May 2022, the annual report released in June 2022, and the AGM presentation released in September 2022. If you are in doubt as to what you should do, you should consult your financial or professional adviser or an NZX Broker.

On behalf of the Board, thank you for your continued support as a shareholder and I welcome your participation in these rights offer.

Best Regards

Keith Jackson  
Executive Chairman  
Cooks Coffee Company Limited

The offer of Shares in Cooks Coffee Company Limited (Cooks) is made on the terms and conditions set out in the Offer Document dated 18 October 2022. Capitalised terms have the meaning set out in the Offer Document. Applications for Shares can be made through the online application process or as otherwise directed by Cooks. This email may not be forwarded to any other person (or otherwise reproduced in any manner) in any jurisdiction outside of New Zealand, Australia, United Kingdom or Ireland. Any forwarding or other distribution of this email in whole or in part may result in a violation of relevant securities laws. Cooks disclaims all liability in respect of any breach of such laws.

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#### **Unsubscribe**

Unsubscribe by updating your communication preference at the Link Investor Centre.

Updating your communication preference requires your CSN/Holder Number and FIN.

To access click here: [Link Investor Centre](#).



**ESQUIRES**  
THE ORGANIC COFFEE CO

**TRIPLE TWO**  
REAL FOOD, AWESOME COFFEE

18 October 2022

CSN/Holder Number: [REDACTED]

Entitlement Number: [REDACTED]

Shares Held: [REDACTED]

Dear shareholder

## Cooks Coffee Company

### *Introduction*

You currently hold less than 1,125 shares in Cooks Coffee Company Limited (*Cooks*).

On 6 April 2022, Cooks wrote to you to advise that it intended to exercise a power of sale under its constitution of holdings of less than 1,125 shares, as that is less than a 'less than minimum holding' under the NZX Listing Rules. On 7 October 2022, Cooks announced a rights issue.

### *Your options*

The purpose of this letter is to give you an opportunity to participate in the rights issue and increase your shareholding to more than 1,125 shares, to ensure Cooks does not sell your shareholding.

If you do not wish to participate in the rights issue, you have the following options:

- 1) seek to sell your shares through the NZX Main Board, or privately;
- 2) purchase further shares in Cooks through the NZX Main Board (applicable brokerage charges will apply) or privately, to increase your shareholding above 1,125 shares;
- 3) transfer your holding to a low-cost platform (e.g. Sharesies – refer instructions **enclosed**) or
- 4) do nothing, in which case your shares will be compulsorily acquired and sold following completion of the rights issue intended to close on the 28 October 2022.

If you have any questions about these options and particularly if you would like to participate in the rights issue please get in touch with our registry Link Market Services in one of the following ways:

Website: [www.linkmarketservices.co.nz](http://www.linkmarketservices.co.nz)  
Email: [applications@linkmarketservices.com](mailto:applications@linkmarketservices.com)  
Phone: +64 09 375 5998

### *Further details of the Rights Issue*

Cooks plans to offer eligible shareholders who holds shares at 5.00pm on the record date 17 October 2022 the opportunity to participate in a rights issue at an issue price of NZ\$0.36 per share (or £0.18 per share). Cooks is undertaking this capital raise with the objective of using the proceeds to:

- accelerate the opening of new stores, expand its offering, and bring greater value to customers and shareholders;

- use the capital from the fundraising to progress its plans for an expanded digital marketing capability and for general working capital purposes, with the aim of expanding our client base and improving our overall product offering; and
- seek to acquire dynamic brands with a unique offering and will focus on targeting well-run firms with strong sustainability credentials who can provide synergies with Cooks' existing Esquires and Triple Two brands.

The Annual Meeting presentation released by Cooks on 27 September 2022 sets out Cooks' growth plans in further detail, and is available to view at [www.nzx.com](http://www.nzx.com) under the ticker code "CCC". Eligible shareholders are entitled to take up 1 New Share for every 6.367 Existing Shares held, and to apply for additional shares at that price. Shareholders who choose not to take up their Rights will have their percentage shareholding diluted.

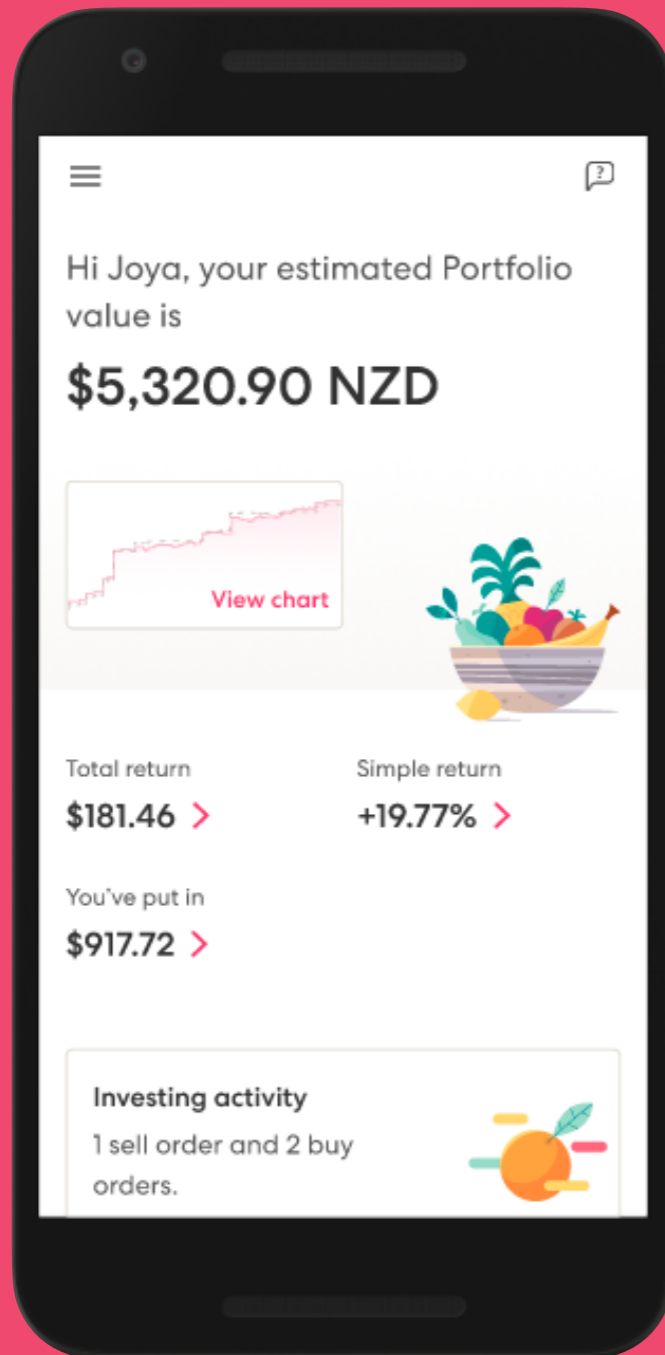
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Before making your investment decision, I encourage you to read the offer document and information released by Cooks to NZX available to view at [www.nzx.com](http://www.nzx.com) under the ticker code "CCC", such as the full year results released in May 2022, the annual report released in June 2022, and the AGM presentation released in September 2022. If you are in doubt as to what you should do, you should consult your financial or professional adviser or a NZX Broker.

If you wish to participate in the rights issue please either apply online at <https://cookscoffeecompany.capitalraise.co.nz>. To complete your acceptance online you will need your CSN/Holder Number and unique Entitlement Number stated at the top of this letter or email [applications@linkmarketservices.co.nz](mailto:applications@linkmarketservices.co.nz) as soon as possible, providing the CSN/Holder Number at the top of this letter, so the Company's share registrar can send you the offer document and an application form.

**Keith Jackson**  
Executive Chairman  
**Cooks Coffee Company Limited**

# Sharesies makes investing easy and accessible



## How can you transfer your shares?

The first step is to sign up as a Sharesies investor (if you are not already part of the 500,000 New Zealanders who have already!)

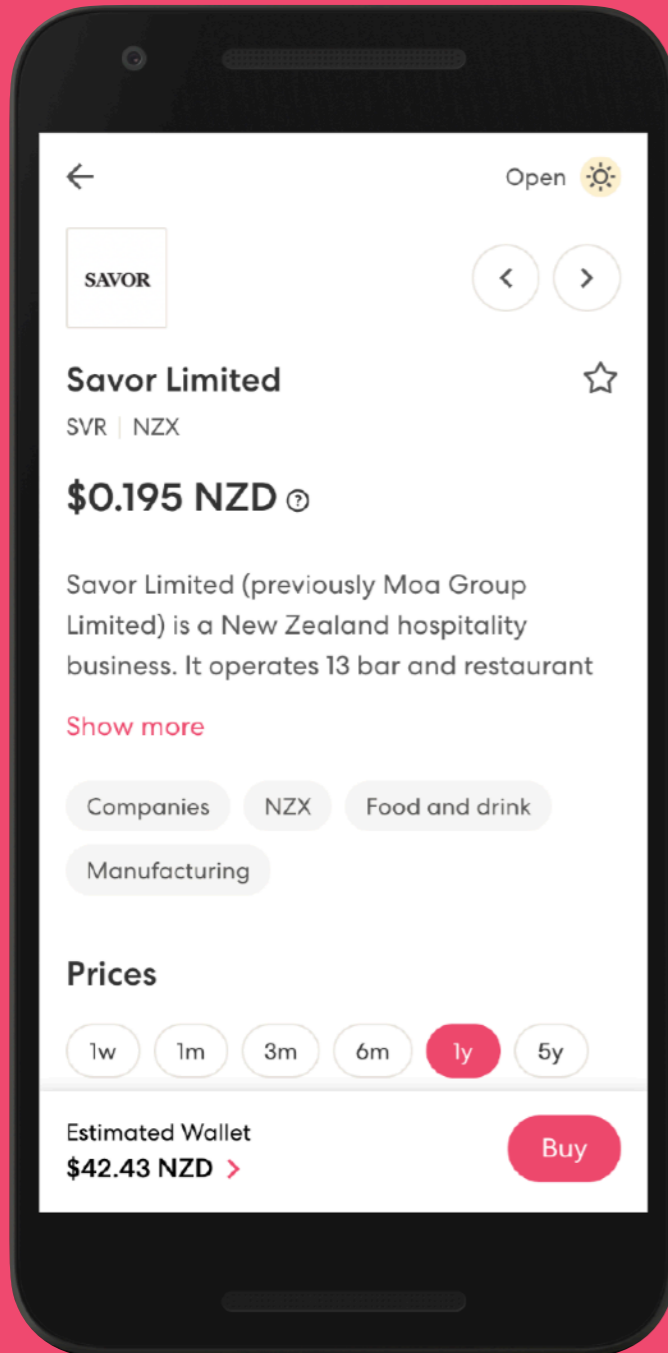
You will need:

- drivers license or passport; and
- proof of address.

That's it! There is no cost to opening an account and we make the sign up process quick and easy. For more information on the sign up process click [here](#)



# Transferring Shares



The second step is to transfer your Cooks Coffee Company shares

You will need:

- Common shareholder number (CSN) or Holder Number;
- Authentication Code (or FIN); and
- Cooks shares to transfer.

There is no cost to transferring your shares to your Sharesies account and Sharesies can accommodate shares with joint ownership too. For further information click [here](#)

Now that you have a Sharesies account and your shares have been transferred you will be able to easily buy up or sell down on your shares at our competitive brokerage rates. For further information on brokerage click [here](#)

