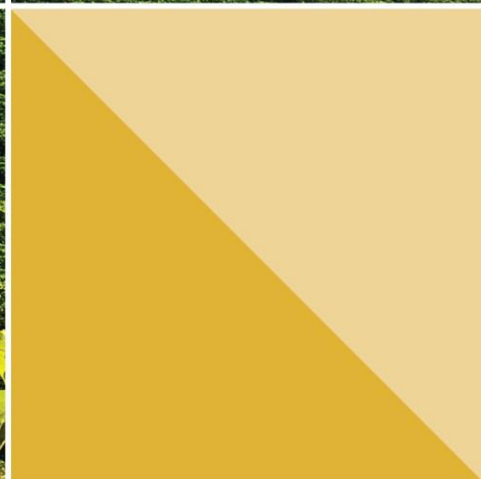
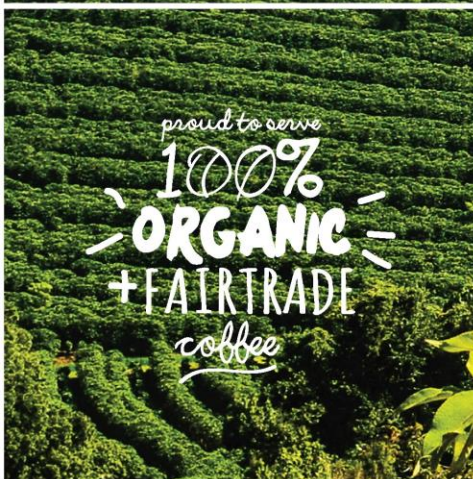
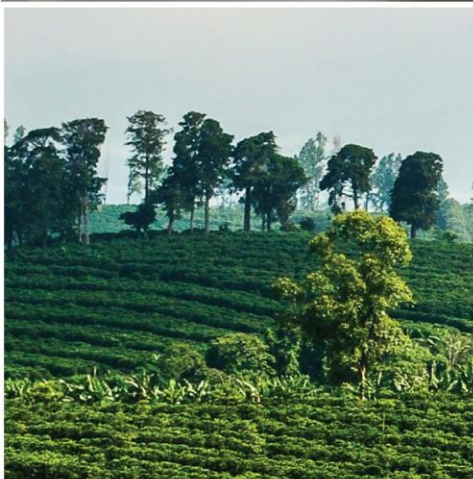




ANNUAL  
SHAREHOLDERS' MEETING  
2015

29 September 2015



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# AGENDA

EXECUTIVE CHAIRMAN'S INTRODUCTION

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PRESENTATION TO SHAREHOLDERS

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BUSINESS OF THE ANNUAL SHAREHOLDERS MEETING

Shareholder Discussion

Resolutions

Re-Election Of Director | Auditor

Other Business



EXECUTIVE CHAIRMAN'S INTRODUCTION

# BOARD OF DIRECTORS



**KEITH JACKSON**  
EXECUTIVE CHAIRMAN



**MIKE HUTCHESON**  
NON-EXECUTIVE DIRECTOR



**ANDREW KERSLAKE**  
NON-EXECUTIVE DIRECTOR



**STUART DEEKS**  
DIRECTOR



**LEWIS DEEKS**  
DIRECTOR

Note: Stuart and Lewis Deeks are still directors but will be leaving the Board shortly.

# SENIOR MANAGEMENT



**KEITH JACKSON**  
EXECUTIVE CHAIRMAN



**DOUG WILLIAMSON**  
MANAGING DIRECTOR  
– GREAT BRITAIN



**TONY MCVERRY**  
MANAGING DIRECTOR  
– IRELAND



**ELLEN ZHANG**  
MANAGING DIRECTOR  
– CHINA



**MICHELLE BRICK**  
MANAGING DIRECTOR  
– CANADA



**CRAIG BROWN**  
CHIEF FINANCIAL OFFICER



**JOHN MACDONALD**  
DESIGN & BRAND MANAGER



**STUART MACINTOSH**  
MANUFACTURING MANAGER



**NEIL BUTLER**  
MANAGING DIRECTOR –  
PROGRESSIVE PROCESSORS



**ALI SHACKELL**  
HR MANAGER



**PRESENTATION TO SHAREHOLDERS**

# VISION AND STRATEGY



## OUR VISION

To be the world's leading Organic and Fairtrade coffee retailer.



## STRATEGY

Cooks has three elements to its core growth strategy:

Growing the Esquires brand in its existing markets;

Growing the Esquires brand in strategically important new markets; and

Growing its supply chain businesses Scarborough Fair and Progressive Processors.



# VISION AND STRATEGY

Cooks is already firmly positioned in the New Zealand led third wave of global coffee culture

Opportunity to leverage this with our unique ability to provide Organic and Fairtrade food and beverage offerings tailored to the local market as well as providing stores with design elements that reflect the local environment.

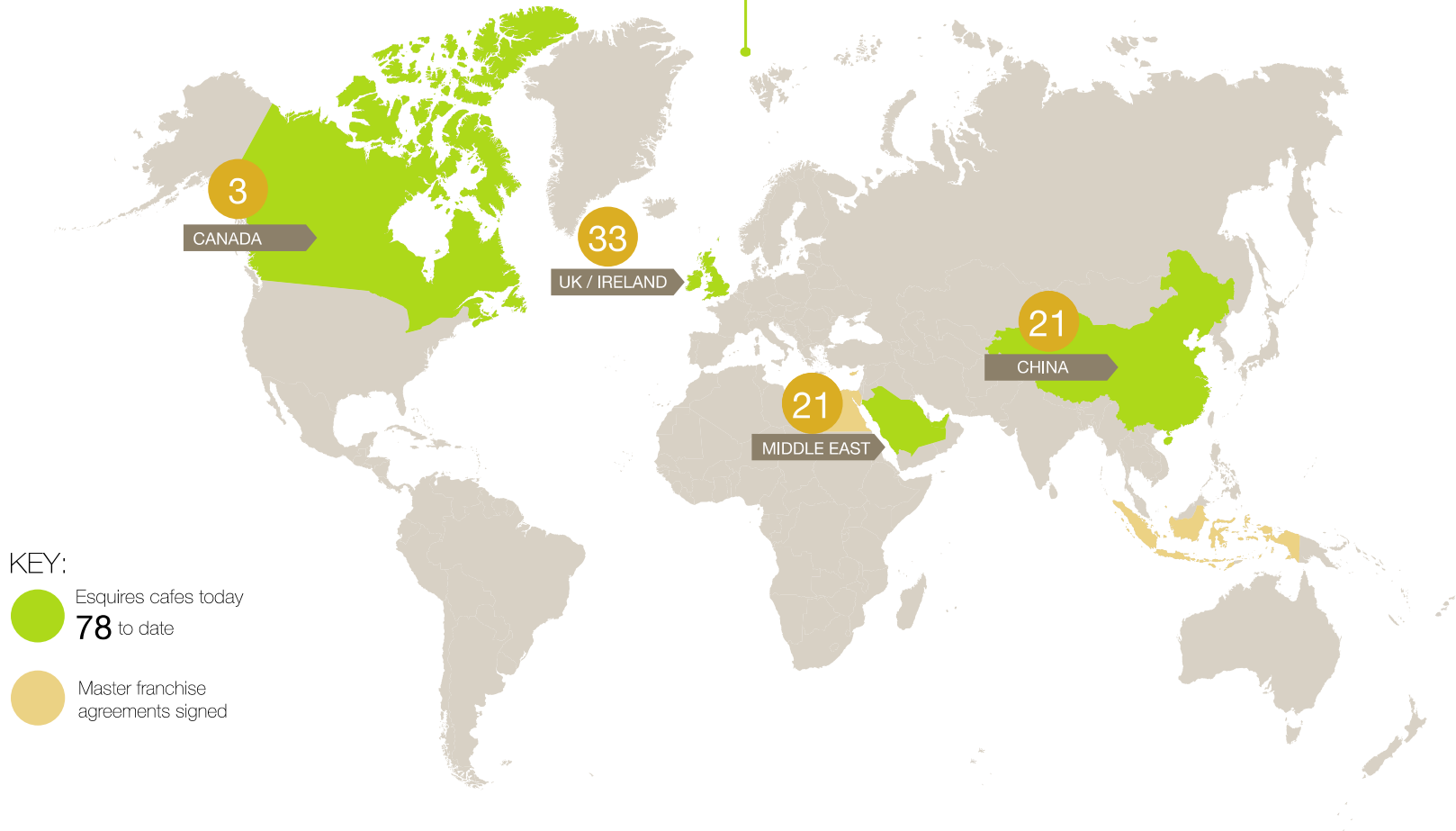


Coffee Market Stages in Developed Markets

# CONTINUING TO EXPAND OUR GLOBAL PRESENCE

## WHERE WE ARE

Esquires Coffee House



### KEY:

 Esquires cafes today  
**78** to date

 Master franchise agreements signed

# MAJOR RECENT DEVELOPMENTS



## CHINA

- Master Franchise acquired
- Major joint venture signed with China Bu Bu Gao (Better Life) Group
- New store opened in Wuhan – 26th September



## UK / IRELAND

- 7 UK stores completed rebranding with uplift in sales growth and average spending.
- Ethical Consumer Magazine ranks Esquires Coffee stores as having one of the best social and environmental impacts of the 14 major UK coffee chains surveyed in the study.
- Ireland 3 new stores opened in Mullingar, Navan; and Galway.

# MAJOR RECENT DEVELOPMENTS



## INDONESIA

- Master franchise signed
- First two stores due to open in Jakarta in October 2015



## MIDDLE EAST

- Master Franchise agreements for Egypt and Northern Cyprus signed
- Growth to 27 stores by March 2016 and 61 by March 2020
- Egypt to open first stores in 2015 (50 in 10 years, 4 in design)
- New store opened in Dubai in 24<sup>th</sup> September 2015



## CANADA

- Three stores in Alberta, including one drive-through

# HIGH PERFORMANCE STORE IN GLOBAL SYSTEM:

MULLINGAR, CO. WESTMEATH. IRELAND  
(OPENED IN APRIL 2015)

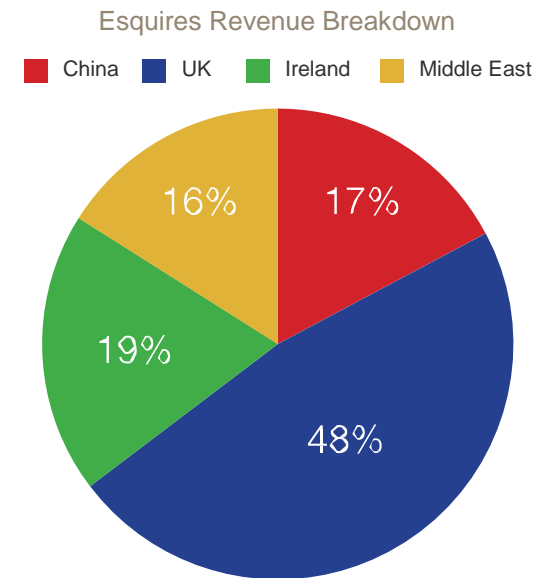


**THE BUSIEST STORE:**  
**JEDDAH AIRPORT, SAUDI ARABIA**  
(OPENED IN FEBRUARY 2015)



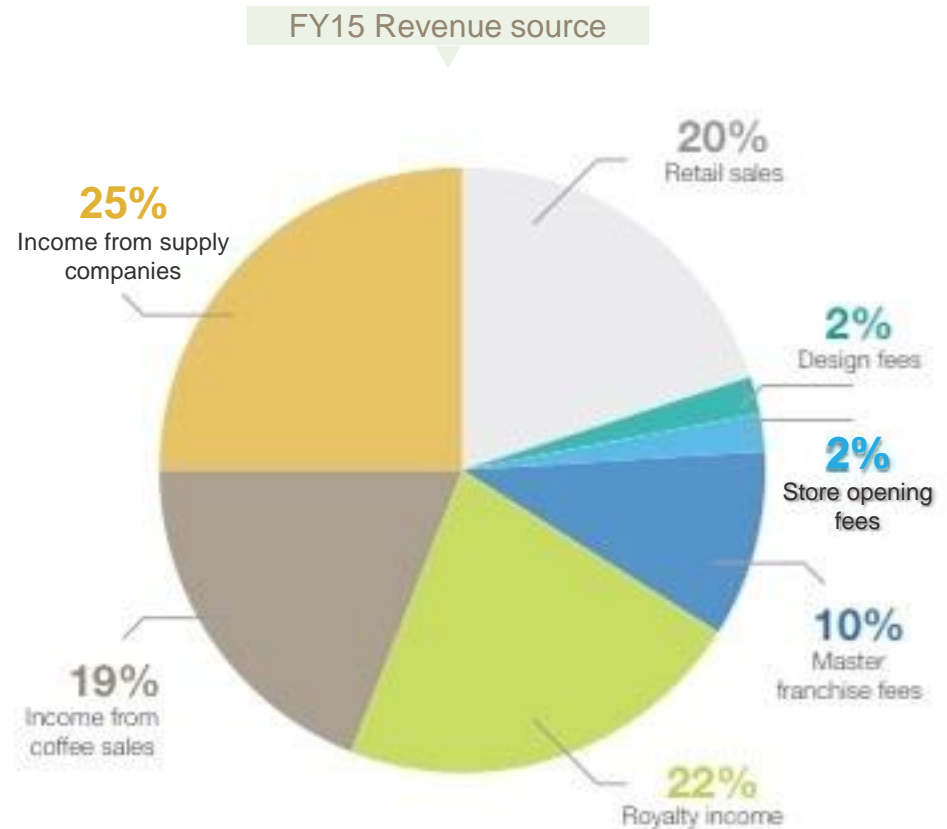
# FINANCIAL REVIEW

For the year ended	31 March 2015	31 March 2014
Revenue	8,931	4,439
Operating Profit/(Loss)	(4,202)	(4,999)
Profit/(Loss) after tax attributable to shareholders	(4,419)	(5,085)
Basic earnings per share (cents)	(1.55)	(2.08)



# HOW WE GENERATE REVENUE

- Revenue streams through Esquires include income from coffee and other branded product sales; Royalty income; Retail Store sales; Master Franchise fees and Store opening fees
- Design fees generated from **Design Environments** revenue
- Income from Supply Companies:
  - **Progressive Processors** international sales of kiwifruit and asparagus products
  - **Scarborough Fair** Organic and Fairtrade tea, coffee and hot chocolate sales to retail and commercial markets in New Zealand and Australia





# CGF IS LEVERAGED TO GLOBAL GROWTH

1

Strong growth in coffee culture globally. Particularly in existing and targeted markets (UK, China, USA)

2

Global industry wide growth in store numbers led by China

3

Recent addition of new territories in the Middle East and Asia where the café market has grown by 14.5% per annum from 2007 to 2012

4

Three additional new territories forecast per year

5

Unique Organic and Fairtrade positioning delivered in artisan style in inviting store environments by local operators



New Zealand Minister of Trade Tim Groser at the Opening of Surprise Outlets 2 Store, Beijing


# LOOKING AHEAD



Esquires is forecasting to continue to grow store numbers



Continued rollout of Esquires rebranding



Growing our supply chain


# RESTRUCTURING & CAPITAL RAISING



Sale of shares by DSL Management



Raising of \$9 million of new capital



Retail offer for further \$9 million through public offer



Proceeding as per prior announcement:

Special meeting to be held prior to end of October, 2015

