

Burj Khalifa
Dubai, UAE



Cooks Coffee Makes Major International Move Into UNITED ARAB EMIRATES

TRADING UPDATE

28 January 2026

Cooks Coffee Company Limited

("Cooks Coffee", or the "Company" or the "Group")

COOKS COFFEE MAKES MAJOR INTERNATIONAL MOVE INTO UNITED ARAB EMIRATES

Cooks Coffee Company (NZX:CCC; AQUIS:COOK), the international coffee focused café brand owner and operator chain announces that its Esquires Coffee has entered into a Master Franchise Agreement ("MFA") for the United Arab Emirates ("UAE")

The MFA is a 10-year agreement, with a right of renewal ("ROR"), and provides for the opening of a minimum of 50 Esquires Coffee outlets in the UAE over the term of the agreement.

Dubai is the largest city in the UAE.

The parties to the agreement are already successful operators in the UK with multiple stores in the Southeast of England.

The UAE is one of the fastest growing markets for speciality coffee outlets globally with the growth projected to be 10%-12% p.a. driven by expanding tourism and high expat population growth fuelling demand.

This agreement represents a further step in the Group's international expansion strategy and supports the continued growth of the Esquires Coffee brand in key global markets.

Keith Jackson, Chairman of Cooks Coffee Company, commented: "This Master Franchise Agreement marks another important milestone in the international development of the Esquires Coffee Brand. The UAE represents an attractive burgeoning market and we look forward to rapidly building the brand in the region over the coming years."

Further announcements will be made as appropriate.

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ESQUIRES
THE ORGANIC COFFEE CO