

To: Good Energy plc ("**Good Energy**") employees

13 July 2021

Dear colleague,

Announcement of possible offer for Good Energy

On 12 July 2021 Ecotricity Group Limited ("**Ecotricity**"), a holder of approximately 25.1% of Good Energy's issued share capital, announced a possible offer to acquire the entire issued and to be issued ordinary share capital of Good Energy not already held by Ecotricity (the "**Possible Offer Announcement**") under Rule 2.4 of the City Code on Takeovers and Mergers (the "**Code**").

In response to the Possible Offer Announcement, Good Energy released a statement rejecting the possible offer on 12 July 2021 (the "**Response Announcement**").

In accordance with Rule 2.11 of the Code please find attached a copy of the Possible Offer Announcement. A copy of the Response Announcement is also attached.

A copy of this letter, the Possible Offer Announcement and the Response Announcement can also be found on Good Energy's website at <https://group.goodenergy.co.uk/investor-centre/Possible-offer-for-Good-Energy/>.

The Possible Offer Announcement has now triggered what is known as an "offer period" under the Code. In accordance with Rule 2.6(a) of the Code, Ecotricity is required, by not later than 5:00 p.m. on 9 August 2021 to either announce a firm intention to make an offer for Good Energy in accordance with Rule 2.7 of the Code or announce that it does not intend to make an offer, in which case the announcement will be treated as a statement to which Rule 2.8 of the Code applies. This deadline can be extended with the consent of the Panel in accordance with Rule 2.6(c) of the Code. There is no requirement for you to take any action unless you want to make a comment in relation to this Rule 2.11 notice. You may receive further associated documentation, or announcements, in respect of the possible offer.

In the event that Ecotricity does proceed to make an offer for Good Energy, employees of Good Energy have a right under Rule 25.9 of the Code to have published, at Good Energy's cost, a separate opinion on the effects of the offer on employment. Any such opinion will be appended to any circular on the offer that may be published by Good Energy in accordance with the requirements of Rule 25.9 of the Code. Good Energy will be responsible for costs reasonably incurred by the employees in obtaining advice required for verification of the information contained in that opinion in order to comply with the highest standards of care and accuracy that are required by Rule 19.1 of the Code.

If you would like to comment in relation to this Rule 2.11 notice please send your response by email to InternalComms@goodenergy.co.uk. All emails should be entitled in the subject line "Rule 2.11 notice". Please note that we are unable to respond to these emails.

Yours sincerely,

Internal Communications