

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

23 July 2021

Dear colleague

Announcement of 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, had 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 Firm Offer Announcement, Good Energy released announcements on 12 July 2021 and 14 July 2021 rejecting the possible offer.

On 22 July 2021, Ecotricity announced an offer to acquire the entire issued and to be issued ordinary share capital of Good Energy not already held by Ecotricity (the "**Firm Offer Announcement**") under Rule 2.7 of the Code.

In response to the Firm Offer Announcement, Good Energy released an announcement on 22 July 2021 noting the Firm Offer Announcement and reiterating its unanimous and unequivocal rejection of the offer (the "**Response Announcement**").

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

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

In accordance with Rule 24.1 of the Code, Ecotricity must, within 28 days of the Firm Offer Announcement, send an offer document (the "**Offer Document**") to the shareholders of Good Energy and persons with information rights in accordance with Rule 30.2 of the Code. Good Energy will make the Offer Document available to its employees in accordance with Rule 24.1(b) of the Code.

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 the circular on the offer that will 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