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To: Good Energy plc (“**Good Energy**”) shareholders and persons with information rights

23 July 2021

Dear Shareholder

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**”). The Possible Offer Announcement triggered what is known as an “offer period” under the Code. In response to the Possible 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 rejection of the offer and that shareholders should take no action (the “**Response Announcement**”).

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.

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

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>.



Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from Good Energy may be provided to Ecotricity during the offer period as required under Section 4 of Appendix 4 of the Code.

Should you wish to contact Computershare regarding administrative matters in view of the Firm Offer Announcement please call +44(0)370 707 1154 during normal business hours.

Yours sincerely

For and on behalf of Good Energy plc

Nigel Pocklington

Chief Executive Officer