

If you are in any doubt as regards the contents of this notification, you are recommended to seek your own financial advice immediately from your stockbroker, bank manager, solicitor or other independent adviser authorised under the Financial Services and Markets Act 2000 if you are in the United Kingdom, or from another appropriately authorised independent financial adviser if you are in a territory outside the United Kingdom. If you have sold or otherwise transferred all of your ordinary shares in Good Energy plc, please send this document at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. If you have sold or transferred only part of your holding of ordinary shares in Good Energy plc, you should retain this document and consult the bank, stockbroker or other agent through whom the sale was effected. However, this document should not be forwarded or transmitted in whole or in part in, into any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of that jurisdiction.

23 July 2021

Dear Good Energy Shareholder

NOTIFICATION TO GOOD ENERGY PLC (“GOOD ENERGY”) SHAREHOLDERS AND PERSONS WITH INFORMATION RIGHTS

1. 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 (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.

2. Website notification

The purpose of this document is to give you notice that the Firm Offer Announcement has been published on the Good Energy website, <http://group.goodenergy.co.uk/investor-centre/Offer-for-Good-Energy/default.aspx>, and may be viewed free of charge (subject to any applicable restrictions in your jurisdiction).

This document is an alert to the existence of the Firm Offer Announcement. It should not be taken as a summary of the information in the Firm Offer Announcement and should not be regarded as a substitute for reading the Firm Offer Announcement in full.

3. Right to request hard copies

If you are a shareholder or a person with information rights, you may request a copy of the announcements (and any information incorporated by reference in the announcements) by contacting Computershare Investor Services plc during business hours on +44 (0) 370 707 1154 or by submitting a request in writing to Computershare Investor Services plc, The Pavilions, Bridgewater Road, Bristol BS99 6ZY. A hard copy of the announcements will not be sent to you unless you so request it. You may also request that all future documents, announcements and information sent to you in relation to the possible offer should be sent to you in hard copy form, again by writing to the address set out above or by calling the telephone number above.

4. Responsibility

The directors of Good Energy accept responsibility for the information contained in this document. To the best of the knowledge and belief of those directors (who have taken all reasonable care to ensure that such is the case), the information in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

5. Communications

If you are a shareholder or a person with information rights, 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.

6. Disclosure requirements of the Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4). Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at

www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.

7. Administrative Queries

If you have any questions of an administrative nature, please contact Computershare Investor Services plc during business hours on +44 (0) 370 707 1154.

Yours sincerely

Nigel Pocklington

Chief Executive Officer