

To: Good Energy plc ("**Good Energy**") shareholders, persons with information rights and holders of securities convertible into, rights to subscribe for and/or options over shares in Good Energy

13 July 2021

Dear Shareholder

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 enclosed a copy of the Possible Offer Announcement. A copy of the Response Announcement is also enclosed.

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 any shareholder to take any action at this present time. You may receive further associated documentation, or announcements, in respect of the possible offer.

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 Possible Offer Announcement please call 0370 707 1154 during normal business hours.

Yours sincerely

For and on behalf of Good Energy plc

Nigel Pocklington

Chief Executive Officer