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TO: GOOD ENERGY SHAREHOLDERS AND PERSONS WITH INFORMATION RIGHTS

23 September 2021

Dear Good Energy Shareholder

Availability of Second Response Circular in relation to the Revised Offer Document

1. Revised offer for Good Energy

On 11 August 2021 Ecotricity Group Limited ("**Ecotricity**") published an offer document (the "**Offer Document**") in connection with its hostile offer of 340 pence per Good Energy share which it had announced on 22 July 2021 (the "**Original Offer**").

On 18 August 2021, as required by the City Code on Takeovers and Mergers (the "**Code**"), the Company published a shareholder circular in response to the Offer Document (the "**First Response Circular**") in which the Board explained its reasons for rejecting the Original Offer.

On 16 September 2021, Ecotricity announced that it was increasing its offer from 340 pence to 400 pence per Good Energy share (the "**Revised Offer**"). Ecotricity then posted a revised offer document to Good Energy shareholders on 17 September 2021 (the "**Revised Offer Document**").

On 17 September 2021, having given careful consideration to the Revised Offer, the board of directors of Good Energy (the "**Board**") announced that Good Energy shareholders should take no action in relation to the Revised Offer.



In response to the Revised Offer Document, on 23 September 2021, as required by the Code, Good Energy published a second response document Code, in which the Board explained its reasons for rejecting the Revised Offer (the “**Second Response Circular**”).

The Revised Offer is not recommended by the Board.

2. Website notification

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

This document is not a summary of the information contained in the Second Response Circular and should not be regarded as a substitute for reading the Second Response Circular in full.

3. Right to request hard copies

Good Energy shareholders and persons with information rights may request a hard copy of the Second Response Circular by contacting Good Energy's registrar, Computershare Investor Services plc (“**Computershare**”), at The Pavilions, Bridgewater Road, Bristol, BS99 6ZY or by calling Computershare on +44 (0) 370 707 1154 during normal business hours. Please note that Computershare cannot provide any financial, legal or tax advice and calls may be recorded and monitored for security and training purposes.

A hard copy of the Second Response Circular will not be sent to you unless you so request it. You may also request that all future documents, announcements and information to be sent to you in relation to the Revised Offer should be 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 (including any expressions of opinion). To the best of the knowledge and belief of the directors of Good Energy (having 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. 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.

6. 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.

7. Further Information

You may be contacted by telephone by Boudicca Proxy on behalf of Good Energy. If you require assistance or have any questions about the Board's response to Ecotricity's Offer, please contact Boudicca Proxy, the Shareholder Communications and Information Agent to the Company, on +44 (0) 371 384 2693. The helpline is open between 9.00 a.m. and 5.30 p.m. (London time) Monday to Friday. Alternatively, you may e-mail your enquiries to CECBoudicca@equiniti.com. Please note that the helpline cannot provide any financial, legal or tax advice or advice on the merits of the Offer.

Yours sincerely

Nigel Pocklington, Chief Executive Officer