

Dear Good Energy Shareholder,

Announcement of a possible offer for Good Energy Group plc (“Good Energy”)

On 28 October 2024, the board of directors of Good Energy (the “Board”) announced that it had received an unsolicited indicative, non-binding proposal from Esyasoft Holding Limited (“Esyssoft”) relating to a possible offer for the entire issued and to be issued share capital of Good Energy (the “Possible Offer”).

The Board is evaluating the Possible Offer, together with its financial and legal advisers, and a further announcement will be made as and when appropriate. There can be no certainty that an offer will be made, nor as to the terms of any such offer.

As a consequence of the announcement referred to above (the “Announcement”), Good Energy is now in an ‘offer period’ for the purposes of the City Code on Takeovers and Mergers (the “Code”).

In accordance with Rule 2.6(a) of the Code, Esyasoft must, by not later than 5.00 p.m. on 25 November 2024, 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 will only be extended with the consent of the Takeover Panel in accordance with Rule 2.6(c) of the Code.

I am writing to you because, under the Code, the Board is required to send a copy of the Announcement to you. For that purpose, as provided for under the Code, a copy of the Announcement can be found on Good Energy’s website at www.goodenergy.co.uk/investors.

You have the right to request a hard copy of the Announcement (and any information incorporated into the Announcement by reference to another source). A hard copy of the Announcement will not be sent to you unless you request it.

You may request a hard copy of the Announcement by contacting Computershare, between 09:00 – 17:30 (London time) Monday to Friday (except UK public holidays) on 0370 707 1154 or by submitting a request in writing to Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZZ.¹ You may also request 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 calling the telephone number above or writing to the address set out above.

Further information will be available in due course.

Yours faithfully,

Nigel Pocklington

Chief Executive Officer
Good Energy Group plc

Important information

This letter is a ‘website notification’ for the purposes of the Code.

If you have sold or otherwise transferred all your shares in Good Energy, subject to the restrictions on distribution described below and in the enclosed announcement, please send this letter as soon as possible 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. However, this letter must not be forwarded or transmitted in, into or from any jurisdiction in which such act would constitute a violation of the relevant laws or regulations of such jurisdiction. Therefore, persons into whose

possession this letter comes should inform themselves about, and observe, any such restrictions. Failure to comply with any such restrictions may constitute a violation of the securities laws of any such jurisdiction. If you sell or have sold or otherwise transferred only part of your holding of Good Energy shares, you should retain this letter and consult the stockbroker, bank or other agent through whom the sale or transfer was effected.

This letter is not a summary of the Announcement and should not be regarded as a substitute for reading the Announcement in full.

For the avoidance of doubt, neither the contents of Good Energy's website nor the contents of any website accessible from any hyperlink are incorporated into or form part of this letter.

Addresses, electronic addresses and certain other information provided by Good Energy shareholders, persons with information rights and other relevant persons for the receipt of communications from Good Energy may be provided to Esyssoft during the offer period as required under Section 4 of Appendix 4 to the Code.

The directors of Good Energy accept responsibility for the information contained in this letter (including any expressions of opinion) and, to the best of their knowledge and belief (having taken all reasonable care to ensure that such is the case), the information contained in this letter is in accordance with the facts and does not omit anything likely to affect the import of the information.

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.