

Dear Shareholder

## **TRADING UPDATE AND NOTICE OF ANNUAL GENERAL MEETING**

We are delighted to invite you to our Cafédirect Annual General Meeting (AGM) to be held at 2pm on 26<sup>th</sup> June 2026.

The timing of the AGM provides an opportunity to update all shareholders on trading for the first four months of 2026.

### **1. Unaudited Trading Update for the 4 Months to 30<sup>th</sup> April 2026**

Gross Sales Revenue for the 4 months was £9.2m, 5% ahead of last year. The Company made an operating loss of (£120k) v (£37k) last year, but slightly ahead of expectation.

The change in operating loss was driven by higher investment in promotions v 2025 and lower gross margin due to sales mix in the short term.

### **2. Progress & Outlook**

Trading in the channels in which the company operates remains highly competitive. Coffee prices are less volatile than in 2025 but remain at high levels.

A number of management team changes have refreshed the leadership and management of the business. Following the integration of the two businesses, the Board is confident of delivering another profitable year in 2026, whilst increasing investment in Marketing & Purpose.

The focus on our e-commerce channel is leading to exponential growth, especially the launch of our Grumpy Mule branded business – more than 290 transactions have now been made by shareholders using the discount code. Don't forget you can get discount on single purchases or subscriptions, including the fabulous 'Mule's Pick' which allows you to experience a different micro lot, unusual process or different origin each month.

All shareholders get 30% discount on individual or subscription orders (including the fabulous "Mule's Pick" which offers a different microlot coffee each month) on the website with no minimum order. Use the code CDSHAREHOLDERS at checkout or the link:

<https://grumpymule.co.uk/discount/CDSHAREHOLDERS>

**CAFEDIRECT.CO.UK**

**Cafédirect plc, Bent Ley Industrial Estate, Bent Ley Road, Meltham, HD9 4EP | T +44 (0)207 033 6000 | info@cafedirect.co.uk**

Cafédirect plc Registered in Scotland | Registered address 4th Floor, 115 George Street, Edinburgh EH2 4JN | Registered No. 141496 | VAT No. 442 0727 19 | FLO ID 1023 |

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### 3. Annual General Meeting

We are looking forward to spending time with shareholders, discussing the Cafédirect business performance over the past year, the outlook in 2026 and beyond, and updating you about the positive impact programmes we are supporting and providing the opportunity to ask questions of the Board and Executive Team.

The meeting will be held as a webcast. Joining instructions are below.

The Company's Financial Accounts for the year ended 31 December 2025 will be published on our website at <https://www.cafedirect.co.uk/shareholders/>. Shareholders who usually receive a hard copy of the accounts will do so shortly.

You will find the full Programme for the event and the details of resolutions enclosed in this letter.

#### Voting

You can appoint a proxy electronically via the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/> so as to have been received by the Company's Registrars not less than 48 hours (excluding weekends and public holidays) before the time appointed for the meeting or any adjournment of it.

Investor Centre is a free app for smartphone and tablet provided by MUFG Corporate Markets (the company's registrar). It allows you to securely manage and monitor your shareholdings in real time, take part in online voting, keep your details up to date, access a range of information including payment history and much more. The app is available to download on both the Apple App Store and Google Play, or by scanning the relevant QR code below.

Alternatively, you may access the Investor Centre via a web browser at:

<https://uk.investorcentre.mpms.mufg.com/>



Any power of attorney or other authority under which the proxy is submitted must be returned to the Company's Registrars, MUFG Corporate Markets, PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL. If a paper form of proxy is requested from the registrar, it should be completed and returned to MUFG Corporate Markets, PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL to be received not less than 48 hours before the time of the meeting.

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If you need help with voting online, or require a paper proxy form, please contact our Registrar, MUGG Corporate Markets by email at [shareholderenquiries@cm.mpms.mugg.com](mailto:shareholderenquiries@cm.mpms.mugg.com), or you may call on 0371 664 0391. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open between 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales.

CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the meeting and any adjournment(s) thereof by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a CREST Proxy Instruction) must be properly authenticated in accordance with Euroclear UK & International Limited's specifications and must contain the information required for such instruction, as described in the CREST Manual (available via [www.euroclear.com](http://www.euroclear.com)). The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the Company's registrars (ID: RA10) not less than 48 hours before the time of the meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the time stamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time, any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.

CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & International Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings ([www.euroclear.com](http://www.euroclear.com)).

The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001 (as amended).

Unless otherwise indicated on the Form of Proxy, CREST or any other electronic voting instruction, the proxy will vote as they think fit or, at their discretion, withhold from voting.

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## RSVP

Please kindly let us know if you are attending the AGM by 2pm on 24<sup>th</sup> June 2026.

You can RSVP on the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/> and select your response in the voting tab.

## How to Join the Virtual Meeting

Please follow the link:

<https://webcast.openbriefing.com/cafedirect-2026agm/>

using your smartphone, tablet or computer and follow the link to the webcast. You will then be prompted to enter your unique 11-digit Investor Code (IVC) including any leading zeros and 'PIN'. Your PIN is the last 4 digits of your IVC. This will authenticate you as a shareholder.

Access to the AGM will be available 30 minutes before the start of the event, although you will not be able to submit questions until you are logged in.

Your IVC can be found on your share certificate. You can also obtain this by contacting MUFG Corporate Markets, our Registrar, by calling +44 (0) 371 277 1020\*.

If you wish to appoint someone to attend the virtual meeting on your behalf, please contact MUFG Corporate Markets on +44 (0) 371 277 1020\* to obtain their IVC and PIN. It is suggested that you do this as soon as possible and at least 48 hours (excluding non-business days) before the meeting.

If your shares are held within a nominee and you wish to attend the electronic meeting, you will need to contact your nominee immediately. Your nominee will need to have completed a letter of representation and presented this to MUFG Corporate Markets, our registrar, no later than 72 hours before the start of the meeting in order that they can obtain for you from MUFG Corporate Markets, your unique IVC and PIN number to attend the electronic meeting. If you are in any doubt about your shareholding, please contact our registrar.

\*Lines are open from 9.00 a.m. to 5.30 p.m. Monday to Friday, calls are charged at the standard geographic rate and will vary by provider. Calls outside the UK will be charged at the applicable international rate.

## Questions

This is your opportunity to ask questions for the Board to answer. Please send your questions to [shareholders@cafedirect.co.uk](mailto:shareholders@cafedirect.co.uk) by 2pm on 24<sup>th</sup> June 2026.

Questions will also be invited during the meeting when formally announced by the Chair. Shareholders attending electronically may ask questions via the website by typing and submitting their questions in writing via the Q&A box which is found on the bottom right-hand side of the player. Once you have typed your question, please click the 'Submit' button.

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## **Broadcast**

The electronic meeting will be broadcast in video format with presentation slides. Once logged in, and at the commencement of the meeting, you will be able to view the proceedings of the meeting on your device, as well as being able to see the slides of the meeting (which will include the resolutions to be put forward to the meeting), these slides will progress automatically as the meeting progresses.

## **Requirements**

An active internet connection is required at all times in order to allow you to join the meeting and submit questions and listen to the audiocast. It is the user's responsibility to ensure you remain connected for the duration of the meeting.

I look forward to seeing you at the AGM.

Yours sincerely



John Steel  
CEO

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