

For immediate release

Patisserie Holdings PLC

16 October 2018

Posting of circular and notice of general meeting

Patisserie Holdings plc (AIM: CAKE) (the "Company" and together with its subsidiary undertakings, the "Group") announces that further to the announcement on 12 October 2018 relating, amongst other things, to the proposed Firm Placing and Conditional Placing to raise £15.7 million, the Company will today be posting a circular (the "Circular"), incorporating a notice of general meeting, to Shareholders to be held at 9.00 a.m. on 1 November 2018 at the offices of Maitland, the HKX Building, 3 Pancras Square, London N1C 4AG.

While it is expected that Firm Admission and Conditional Admission will take place on 18 October 2018 and 2 November 2018 respectively, dealings in the Placing Shares on AIM will only commence once the Company's Ordinary Shares cease to be suspended from trading.

The circular incorporating the notice of general meeting will be available on the Company's website at <http://investors.patisserieholdings.co.uk/>.

Enquiries

Patisserie Holdings PLC +44 (0)121 777 7000

Luke Johnson, Executive Chairman

Paul May, Chief Executive Officer

Nomad and Broker

Canaccord Genuity Limited +44 (0)20 7523 8000

Chris Connors

Henry Fitzgerald-O'Connor

Financial Public Relations

Maitland +44 (0) 20 7379 5151

Sam Cartwright

Jonathan Cook

Defined terms in the announcement have the same meaning as that set out in the announcement of 12 October 2018.