

1 November 2018

Patisserie Holdings plc

General Meeting Update

Patisserie Holdings plc (AIM: CAKE) (the "**Company**") announces that, as set out in the Company's circular to shareholders published on 16 October 2018 (the "**Circular**"), the Company is holding its General Meeting at 9.00 a.m. today to approve the issue of the Conditional Placing Shares pursuant to the Conditional Placing.

The Company will not be providing any new information at the General Meeting.

The Company is continuing to work with its professional advisers to understand the extent of the previously announced financial misstatements and potential fraudulent activity.

As this work is ongoing, the Board is not yet in a position to advise on when the suspension to trading in the Ordinary Shares will be lifted. The Board is also responding to enquiries from multiple regulators and authorities and the outcomes of which are expected to take some time.

In order not to prejudice these investigations, the Company will be restricted at the General Meeting from answering specific questions in relation to these events. The Company will make further announcements when appropriate to do so and in accordance with applicable law and regulation.

The Company will announce the results of the General Meeting as soon as practicable later today.

Capitalised terms used in the Circular have the same meanings in this announcement.

Enquiries:

Patisserie Holdings PLC
Luke Johnson, Executive Chairman

+44 (0)121 777 7000

Paul May, Chief Executive Officer

Nomad and Broker
Canaccord Genuity Limited
Chris Connors
Henry Fitzgerald-O'Connor

+44 (0)20 7523 8000

Financial Public Relations
Maitland
Sam Cartwright
Jonathan Cook

+44 (0) 20 7379 5151