

**TR-1: Standard form for notification of major holdings**

**NOTIFICATION OF MAJOR HOLDINGS** (to be sent to the relevant issuer and to the FCA in Microsoft Word format if possible) <sup>i</sup>

|                                                                                                                                   |                                                       |                                                                           |                                |                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------|-------------------------------------------------------------------------|
| <b>1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached</b> <sup>ii</sup> : |                                                       | Franchise Brands plc                                                      |                                |                                                                         |
| <b>1b. Please indicate if the issuer is a non-UK issuer</b> (please mark with an "X" if appropriate)                              |                                                       |                                                                           |                                |                                                                         |
| Non-UK issuer                                                                                                                     |                                                       |                                                                           |                                | <input type="checkbox"/>                                                |
| <b>2. Reason for the notification</b> (please mark the appropriate box or boxes with an "X")                                      |                                                       |                                                                           |                                |                                                                         |
| An acquisition or disposal of voting rights                                                                                       |                                                       |                                                                           |                                | <input checked="" type="checkbox"/>                                     |
| An acquisition or disposal of financial instruments                                                                               |                                                       |                                                                           |                                | <input type="checkbox"/>                                                |
| An event changing the breakdown of voting rights                                                                                  |                                                       |                                                                           |                                | <input type="checkbox"/>                                                |
| Other (please specify) <sup>iii</sup> :                                                                                           |                                                       |                                                                           |                                | <input type="checkbox"/>                                                |
| <b>3. Details of person subject to the notification obligation</b> <sup>iv</sup>                                                  |                                                       |                                                                           |                                |                                                                         |
| Name                                                                                                                              |                                                       | Jason Sayers                                                              |                                |                                                                         |
| City and country of registered office (if applicable)                                                                             |                                                       |                                                                           |                                |                                                                         |
| <b>4. Full name of shareholder(s)</b> (if different from 3.) <sup>v</sup>                                                         |                                                       |                                                                           |                                |                                                                         |
| Name                                                                                                                              |                                                       |                                                                           |                                |                                                                         |
| City and country of registered office (if applicable)                                                                             |                                                       |                                                                           |                                |                                                                         |
| <b>5. Date on which the threshold was crossed or reached</b> <sup>vi</sup> :                                                      |                                                       | 20 January 2026                                                           |                                |                                                                         |
| <b>6. Date on which issuer notified (DD/MM/YYYY):</b>                                                                             |                                                       | 21 January 2026                                                           |                                |                                                                         |
| <b>7. Total positions of person(s) subject to the notification obligation</b>                                                     |                                                       |                                                                           |                                |                                                                         |
|                                                                                                                                   | % of voting rights attached to shares (total of 8. A) | % of voting rights through financial instruments (total of 8.B 1 + 8.B 2) | Total of both in % (8.A + 8.B) | Total number of voting rights held in issuer (8.A + 8.B) <sup>vii</sup> |
| Resulting situation on the date on which threshold was crossed or reached                                                         | 5.52%                                                 | -                                                                         | 5.52%                          | 10,688,183                                                              |
| Position of previous notification (if applicable)                                                                                 | -                                                     | -                                                                         | -                              |                                                                         |

| <b>8. Notified details of the resulting situation on the date on which the threshold was crossed or reached</b> <sup>viii</sup> |                                       |                        |                    |                        |
|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------|--------------------|------------------------|
| <b>A: Voting rights attached to shares</b>                                                                                      |                                       |                        |                    |                        |
| Class/type of shares<br><br>ISIN code (if possible)                                                                             | Number of voting rights <sup>ix</sup> |                        | % of voting rights |                        |
|                                                                                                                                 | Direct<br>(DTR5.1)                    | Indirect<br>(DTR5.2.1) | Direct<br>(DTR5.1) | Indirect<br>(DTR5.2.1) |
| Ordinary shares of 0.5p each (ISIN GB00BD6P7Y24)                                                                                | 10,688,183                            | -                      | 5.52%              | -                      |

|                      |            |  |       |  |
|----------------------|------------|--|-------|--|
|                      |            |  |       |  |
|                      |            |  |       |  |
| <b>SUBTOTAL 8. A</b> | 10,688,183 |  | 5.52% |  |

| <b>B 1: Financial Instruments according to DTR5.3.1R (1) (a)</b> |                              |                                           |                                                                                        |                    |
|------------------------------------------------------------------|------------------------------|-------------------------------------------|----------------------------------------------------------------------------------------|--------------------|
| Type of financial instrument                                     | Expiration date <sup>x</sup> | Exercise/ Conversion Period <sup>xi</sup> | Number of voting rights that may be acquired if the instrument is exercised/converted. | % of voting rights |
| N/a                                                              |                              |                                           |                                                                                        |                    |
|                                                                  |                              |                                           |                                                                                        |                    |
|                                                                  |                              |                                           |                                                                                        |                    |
|                                                                  |                              | <b>SUBTOTAL 8. B 1</b>                    |                                                                                        |                    |

| <b>B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)</b> |                              |                                           |                                            |                         |                    |
|-----------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------|--------------------------------------------|-------------------------|--------------------|
| Type of financial instrument                                                                  | Expiration date <sup>x</sup> | Exercise/ Conversion Period <sup>xi</sup> | Physical or cash Settlement <sup>xii</sup> | Number of voting rights | % of voting rights |
| N/a                                                                                           |                              |                                           |                                            |                         |                    |
|                                                                                               |                              |                                           |                                            |                         |                    |
|                                                                                               |                              |                                           |                                            |                         |                    |
|                                                                                               |                              |                                           | <b>SUBTOTAL 8.B.2</b>                      |                         |                    |

|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>9. Information in relation to the person subject to the notification obligation</b> (please mark the applicable box with an "X")                                                                                                                        |                                                                                   |                                                                                                                 |                                                                              |
| Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer <sup>xiii</sup>                  |                                                                                   |                                                                                                                 | X                                                                            |
| Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity (please add additional rows as necessary) <sup>xiv</sup> |                                                                                   |                                                                                                                 |                                                                              |
| <b>Name <sup>xv</sup></b>                                                                                                                                                                                                                                  | <b>% of voting rights if it equals or is higher than the notifiable threshold</b> | <b>% of voting rights through financial instruments if it equals or is higher than the notifiable threshold</b> | <b>Total of both if it equals or is higher than the notifiable threshold</b> |
|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |
|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |
|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |
|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |
|                                                                                                                                                                                                                                                            |                                                                                   |                                                                                                                 |                                                                              |

|                                                      |                                           |
|------------------------------------------------------|-------------------------------------------|
| <b>10. In case of proxy voting, please identify:</b> |                                           |
| Name of the proxy holder                             | Morgan Stanley Wealth Management          |
| The number and % of voting rights held               | 10,688,183 shares, 5.52% of voting rights |
| The date until which the voting rights will be held  | N/a                                       |

|                                           |
|-------------------------------------------|
| 11. Additional information <sup>xvi</sup> |
|                                           |

|                     |                       |
|---------------------|-----------------------|
| Place of completion | Orlando, Florida, USA |
| Date of completion  | 21 January 2026       |

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

HOLUAVSRNAUUAAR