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If you have sold or otherwise transferred all your shares in French Connection Group PLC, subject to the restrictions on distribution described below and in the enclosed announcement, please send this letter and its enclosures 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.

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FRENCH CONNECTION

FRENCH CONNECTION GROUP PLC

(Incorporated in England & Wales under the Companies Acts 1948 to 1976, registered number 01410568)

Registered Office:

First Floor Centro One
39 Plender Street
London NW1 0DT
United Kingdom

4 October 2021

To French Connection Group PLC (the "Company" or "French Connection") shareholders and persons with information rights

Dear Shareholder

Following the announcement made by French Connection on 2 March 2021 that it had entered into a formal sale process, the boards of MIP Holdings Ltd ("**MIP**") and French Connection announced on 4 October 2021 that they have reached agreement on the terms of a recommended acquisition (the "**Acquisition**") under which MIP will acquire the entire issued and to be issued ordinary share capital of French Connection (the "**Announcement**") not currently owned by Apinder Singh Ghura. The Acquisition will be regulated by the City Code on Takeovers and Mergers (the "**Takeover Code**").

A copy of the Announcement is enclosed. This letter is being sent in accordance with Rule 2.11 of the Takeover Code.

The formal offer documentation providing further information about the Acquisition will be made available to you in due course, subject to the restrictions on distribution described in the Announcement. Shareholders do not need to take any action at this time.

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company may be provided to MIP during the offer period as required by the Takeover Code to allow MIP to contact you directly in connection with the Acquisition.

This letter and the Announcement will be available on the Company's website at www.frenchconnection.com by no later than 12 noon (London time) on the business day following the date of this letter.

If you have any administrative question please contact the Registrars, Link Group, during business hours on 0371 664 0300 (or if calling from outside the UK +44 (0) 371 664 0300) or by submitting a request in writing to Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds, LS1 4DL.

Yours sincerely

Stephen Marks

Chairman

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Takeover 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 Takeover 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.