

**REOX HOLDINGS PLC**  
**BUYING AND SELLING SHARES ON THE GREY MARKET**

The procedure for Members wishing to sell all or some of their shares or buy additional shares will be as follows:

***A GUIDE TO USING MUNSTER BANK BRANCHES OF AIB TO TRADE YOUR SHARES***

1. **TO SELL REOX SHARES**-----Take your Reox share certificate to any of the above Bank's Branches in which you have your account and ask to speak with the Share Dealing Official.
  2. The Share Dealing Official will ask you to sign the **Crest Transfer Form** on the back of your share certificate and complete a straightforward order form (on reverse of cover letter attached to share certificate). You may specify the price at which you are willing to sell your shares on the order form. These documents will be your instructions to sell your shares.
  3. The AIB Share Dealing Official will then phone your order to Goodbody Stockbrokers.
  4. Goodbody Stockbrokers will match sell orders to buy orders-----an order queue will be maintained in date and limit price order for a period of three months. Should your shares not be sold in this period an extension to your order beyond this date will be made upon your instruction.
  5. Following a sale of your shares Goodbody Stockbrokers will issue a contract note in duplicate to you detailing your transaction i.e. date of sale, number of shares sold, price, charges , the total amount due to you and the date you may expect to receive this payment. A contract note is a legal document. You are advised to retain a copy for capital gains tax purposes.
  6. Goodbody Stockbrokers will pay your sale proceeds by electronic funds transfer to your Bank account.
  7. In the event that you do not sell all your shares represented by the share certificate you will receive a balance share certificate from Goodbody Stockbrokers in approximately two weeks from the date of sale.
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1. **TO BUY REOX SHARES**-----Go to any of the above Bank's Branches in which you have your account and ask to speak with the Share Dealing Official.
  2. The Share Dealing Official will ask you to complete a straightforward order form stating the number of shares you wish to buy. You may also specify the price you are willing to pay for the shares on the order form.
  3. The AIB Share Dealing Official will then phone your order to Goodbody Stockbrokers.
  4. Goodbody Stockbrokers will match your order to a seller if possible-----an order queue will be maintained in date and limit price order for a period of one month. Should your order not be filled in this period we will extend your order beyond this date upon your instruction.
  5. Following the purchase of your shares Goodbody Stockbrokers will issue a contract note in duplicate to you detailing your transaction i.e. date of purchase, number of shares purchased, price, charges (stamp duty and commission) the total amount payable by you and the date by which this payment should be made.

6. Goodbody Stockbrokers will debit your Bank Branch with these funds by electronic system.
7. In approximately two weeks from the purchase date of your shares you will receive a new share certificate from Goodbody Stockbrokers. Please be aware that a share certificate is a legal document of share ownership and should be kept in a safe place.
8. If you have a direct trading account with either Goodbody Stockbrokers you may buy shares directly from the broker by sending the completed and signed order form and your cheque.

### ***AN ALTERNATIVE METHOD TO TRADE YOUR SHARES***

**If you do not have a bank account with AIB** you may set up a direct trading account with either Goodbody or Davy Stockbrokers to buy or sell shares. To do so you must provide the following documents:

- A Certified Copy Passport or Irish Driving Licence (certified by Bank Official or Solicitor)
- Two Utility Bills dated within last six months (ESB, Phone Bill, Credit Card or Bank Statement)
- A Stockbrokers Account Application Form where appropriate. This will be available at the bank branch relevant to you.

If you want to sell at this stage, also enclose your share certificate signed on the reverse side and the completed and signed order form. Send these documents to your preferred Stockbroker.

Reox Dealing Service,  
Goodbody Stockbrokers,  
Block B  
Ballsbridge Park  
Ballsbridge,  
Dublin 4

Reox Dealing Service,  
Davy Stockbrokers,  
Davy House,  
49 Dawson Street,  
Dublin 2

6 February, 2008

**REOX HOLDINGS PLC  
SHARE TRADING ON THE GREY MARKET  
QUESTIONS AND ANSWERS**

**What is Reox Holdings plc?**

Reox Holdings plc is the holding company for the Breeo Foods consumer foods, 4Home and Alchemy Properties businesses.

**Are the shares of Reox Holdings plc traded on the stock exchange?**

No. Reox Holdings plc is not listed on the stock exchange and its shares are not publicly traded. However, Goodbody Stockbrokers and Davy Stockbrokers operate an informal market in the shares which allows people to trade their shares. This informal market is sometimes known as a grey market.

**What is a grey market?**

A grey market is an informal market operated by stockbrokers where they match buyer and seller orders.

**How do I trade my shares on the grey market?**

There are a number of ways you can trade your shares on the grey market. For information and guidance on how to trade your shares, see the enclosed information leaflet entitled "Buying and Selling your Shares on the Grey Market".

**How much does it cost to buy or sell shares?**

Goodbody Stockbrokers and Davy Stockbrokers have commission rates for buying or selling shares in Reox Holdings plc. These are currently:

- Goodbody Stockbrokers has an annual account maintenance fee of €80 plus 21% VAT.
- The Goodbody Stockbrokers commission charges for buying and selling Reox shares are as follows:

1.65% on first €15,000  
1.00% on next €30,000  
0.5% on the balance

- Davy Stockbrokers has an annual account maintenance fee (€45 + VAT) if someone holds their stock in a Davy nominee account. There is no annual fee if the account is operated as a certificate account. i.e. where the transaction is carried out in the shareholders own name.
- The Davy Stockbrokers commission charges for dealing are as follows:

1.65% on the first €15,000  
1% on the next €15,000  
0.5% on the balance  
Subject to a minimum of €100

There is also be a 1% stamp duty charge on the purchase of shares in Reox Holdings plc.

**What is a share certificate?**

A share certificate is a legal document of share ownership in a company.

**What is a “ limit price” order?**

A “limit price” is the lowest price a seller of shares is prepared to accept for his shares or the highest price a buyer of shares is prepared to pay for shares.

**How do I receive payment of my share sale proceeds?**

Payment may be made either by electronic funds transfer to your bank account, or by cheque which will be sent to the address given on the application form or on the share certificate.

**When do I receive the proceeds from the sale of shares?**

Settlement of the sale of shares takes place three days after the trade date. If you have nominated to have the funds lodged into your bank account, you can expect the funds to be in your account 6-7 working days after the date of sale. If you are being paid by cheque, the cheque will normally be posted to you 3 days after the date of sale.

**How do I make payment for my share purchase?**

Payment may be made by cheque or electronic funds transfer from your bank account.

**How do I know what price my order was executed at?**

Once your order is executed you will be issued with a contract note which will detail your transaction.

**What is a contract note?**

This is a legal document sent by the stockbroker who executed the sale or purchase of your shares and sets out the details of that transaction, including date, price, number of shares, commission paid, and net amount receivable or payable. The contract note is acceptable by the Revenue Commissioners for the purposes of capital gains tax calculation.

**What is a Registrar?**

A registrar is a company which maintains a register of all holders of shares in a particular company. Any changes by way of sales or purchases are notified to the Registrar who will update the register accordingly. Computershare is the registrar for Reox Holdings plc

**Who is Computershare?**

Computershare is the registrar for Reox Holdings plc. A registrar is a company which maintains a register of all holders of shares in a particular company. Any changes by way of sales or purchases are notified to the registrar who will update the register accordingly.

**What if I change my address?**

You should notify Computershare in writing of your new address.

**What is Stamp Duty?**

Stamp Duty is a tax charged by the Government on the purchase of shares.

**What happens if I lose my share certificate?**

If you lose your share certificate you should call Computershare on (01) 431 9831. You will be instructed to write to Computershare setting out your details and Computershare will send to you a Letter of Indemnity for your completion (please note that this will generally attract an administration and countersignature fee, which is currently €48.00 – Administration Fee however, the countersignature fee will depend on the value of the shares at date of request. The old share certificate will be cancelled and a new share certificate will be issued.

**What if I don't have a bank account with AIB?**

If you do not have a bank account with AIB, then you will need to open an account with any bank to use the share trading facility or you may open a direct trading account with either Goodbody or Davy Stockbrokers. To open an account with the Bank or Stockbrokers you must

provide identification documentation. You can also sell your shares directly to a third party and do not need a bank account in order to do this.

**What if I sell my shares directly, i.e., I don't use the bank or stockbrokers to sell or buy shares on my behalf?**

If you sell or buy your shares directly then you will need to complete a Stock Transfer Form and forward this documentation to Computershare along with the relevant share certificate(s). Please ensure the relevant Stamp Duty has also been affixed to the Stock Transfer Form. If you do not, then the transaction will not be recognised and (in the case of you buying shares) you will not be recognised as the legal owner of the shares on the share register and you will not receive any of the benefits of share ownership as a result.

**How do I get information on recent prices traded?**

If you wish to view information in relation to recent trades in Reox Holdings plc, please go to [www.reoxholdings.ie](http://www.reoxholdings.ie).

**How do I get information on my shareholding?**

If you have a query in relation to your shareholding you should call Computershare on (01) 431 9831 or visit their website at [www.computershare.com](http://www.computershare.com).

**What are the taxation implications of owning Reox Holdings plc shares?**

If you require taxation advice you should seek the services of your own professional taxation advisor.

6 February 2008