WHITBREAD PLC

You have elected to receive the Annual Report and Accounts, Notices of Meetings and other documents relating to Whitbread PLC (the ''Company'') electronically through the Company's website. Should you wish to revert to receiving paper copies of documents, you can request this by contacting our registrars, Link Asset Services, by telephone on 0344 855 2327, or online at www.whitbread-shares.com. You can also register to receive notifications such as this by email in future. This letter introduces a Circular, which contains a Notice of General Meeting. It is not a summary of this document and should not be regarded as a substitute for reading it. The document should be read before taking a decision on the proposals contained therein.

21 September 2018

Dear Shareholder,

On 31 August 2018, the Company announced that it had entered into an agreement to sell Costa Limited to The Coca-Cola Company, for an enterprise value of £3.9 billion (the ''Transaction''). The Transaction is conditional on, among other things, the approval of shareholders.

The purpose of this document is to advise you that a Circular, which includes information on the Transaction and a Notice of General Meeting (''GM''), is now available at www.whitbread.co.uk. I would like to take this opportunity to thank you for agreeing to receive the Circular through our website. This not only saves money for your Company, but also has a positive impact on the environment.

The GM is to be held at Goldman Sachs International, River Court/Brook House, 120 Fleet Street, London EC4A 2BE at 2.00pm on Wednesday 10 October 2018.

The Notice of GM contains an explanation of the resolution which will be put to the meeting, and the directors consider the Transaction to be in the best interests of shareholders as a whole. The directors intend to vote in favour of the proposed resolution in respect of their respective individual beneficial holdings and unanimously recommend that shareholders vote in favour of the resolution. All voting at the GM will be by poll.

If you are not able to attend the GM, you are still able to vote on the resolution. You can appoint one or more individuals to act as your proxy so that they can attend, speak and vote at the meeting according to your instructions. You will find a personalised form of proxy for the GM enclosed with this letter. You can also submit your form of proxy through the share portal at www.whitbread-shares.com or through the CREST system. The deadline for the receipt of proxies is 2.00pm on 8 October 2018 (or not later than 48 hours (excluding non-business days) before the time fixed for any adjourned meeting).

Yours sincerely,

Adam Crozier
Chairman, Whitbread PLC

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