

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to what action you should take, you are recommended to seek your own financial advice from your stockbroker or other independent adviser authorised under the Financial Services and Markets Act 2000.

If you have recently sold or transferred all of your shares in Jimmy Choo PLC, please forward this document, together with the accompanying documents, as soon as possible either to the purchaser or transferee or to the person who arranged the sale or transfer so they can pass these documents to the person who now holds the shares.

JIMMY CHOO PLC

(THE "COMPANY")

(REGISTERED IN ENGLAND AND WALES WITH NO. 09198021)

NOTICE OF ANNUAL GENERAL MEETING

Notice of the Annual General Meeting of the Company to be held electronically on Thursday 1 June 2017 at 1.00pm is set out on pages 4 to 5 of this document and the recommendation of the Directors is set out on page 2.

A Form of Proxy for use at the Annual General Meeting is enclosed. However, a proxy may also be appointed by CREST members, by using the CREST electronic proxy appointment service. To be valid, any instrument appointing a proxy must be received by Equiniti, Aspect House, Spencer Road, Lancing, BN99 6DA as soon as possible but in any event so as to arrive no later than 1.00pm on Tuesday 30 May 2017.

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CHAIRMAN'S LETTER

DIRECTORS

Peter Harf, Non-Executive Chairman
Pierre Denis, Chief Executive Officer
Jonathan Sinclair, Chief Financial Officer and
Executive Vice President (Business Operations)
Fabio Fusco, Non-Executive Director
Olivier Goudet, Non-Executive Director
Anna-Lena Kamenetzky, Non-Executive Director
Elisabeth Murdoch, Independent Non-Executive Director
Meribeth Parker, Independent Non-Executive Director
David Poulter, Senior Independent Non-Executive Director
Robert Singer, Independent Non-Executive Director

REGISTERED OFFICE

10 Howick Place
London SW1P 1GW
Registered Number: 09198021

24 April 2017

Dear Shareholder,

ANNUAL GENERAL MEETING

On behalf of the Directors of Jimmy Choo PLC (together the "Directors"), it gives me great pleasure to invite you to attend the third Annual General Meeting (the "Meeting" or "AGM") of Jimmy Choo PLC, which will be held electronically on Thursday 1 June 2017 at 1.00pm. The formal Notice of AGM and the resolutions to be proposed at the AGM are set out on pages 4-5 of this document.

Our AGM will be conducted electronically as we did last year in order to improve accessibility to the AGM process and to make it inclusive for all of our shareholders. Therefore, it is important that you carefully read the guidance notes and follow the step by step instructions on page 10 in relation to attending the AGM electronically. The business of the meeting will be conducted on a poll using a specially devised mobile and web based application (the "AGM App") accessible from electronic devices, including mobiles, tablets and personal computers ("PC"). Further details of the electronic AGM arrangements follow on page 10 of this document.

The Directors believe that the resolutions set out in the Notice of AGM are in the best interests of the Company and its shareholders as a whole and unanimously recommend that shareholders vote in favour of the resolutions to be proposed at the AGM. The Directors who own ordinary shares in the Company intend to vote in favour of the resolutions to be proposed at the AGM.

If I am appointed as proxy I will vote in accordance with any instructions given to me. If I am given discretion as to how to vote, I will vote in favour of each of the resolutions to be proposed at the AGM.

Under the Financial Conduct Authority's ("FCA") Listing Rules, a company which has a "controlling shareholder" (being "any person who exercises or controls, on their own or together with any person with whom they are acting in concert, 30% or more of the votes able to be cast on all or substantially all matters at general meetings of the company") must, for the purposes of the election or re-election of an independent director, pass both an ordinary resolution of all shareholders and a separate ordinary resolution of all shareholders other than the controlling shareholder (the "independent shareholders").

As at 24 March 2017, JAB Luxury GmbH ("JAB") held 67.66% of the Company's issued share capital and JAB is therefore considered to be a controlling shareholder of the Company. As such, once the Company's shareholders have voted on each resolution for the election of an independent non-executive Director (Resolutions 9 to 12), the independent shareholders' vote will be obtained by excluding from the result of the vote on each such resolution the votes of the controlling shareholder.

If the ordinary resolution to approve the election or re-election of an existing independent Director is passed, but separate approval by the independent shareholders is not given, the Listing Rules permit an existing independent Director to remain in office pending a further ordinary resolution of all the shareholders to approve the election or re-election of that Director. Such a resolution may only be voted on within the period of between 90 days and 120 days following the date of the original vote. The Company will, on announcing the results of the AGM, announce, in respect of Resolutions 9 to 12, the result of both the vote of all the Company's shareholders and the vote of the independent shareholders. If separate independent shareholder approval is not given for any relevant resolution, the Company intends that the relevant Director's appointment will continue for 120 days from the date of the original vote, unless a further ordinary resolution for re-election is passed. If a further resolution to approve the re-election of the relevant Director is defeated, his or her appointment will cease on that resolution being defeated.

The following is a brief summary of the items of business:

- Resolution 1 relates to the receiving of the Annual Report and Financial Statements for the financial year ended 31 December 2016.
- Resolution 2 relates to Directors' remuneration. Resolution 2 is to approve the Directors' Remuneration Report (other than the part containing the Directors' remuneration policy, which was approved at the 2015 AGM), which is set out in the Annual Report and Financial Statements for the financial year ended 31 December 2016.
- Resolutions 3 to 12 relate to the re-election of the Directors in accordance with Provision B.7.1 of the UK Corporate Governance Code. Biographies for the Directors can be found on pages 38 to 39 of the Annual Report and Financial Statements for the financial year ended 31 December 2016 and include a description of the perspectives and experience each Director brings.

- Resolutions 13 and 14 relate to the re-appointment of auditors and the authorisation of the Audit Committee to set their fees.
- Resolution 15 seeks shareholder approval in order to authorise the Directors, for the purposes of section 551 of the Companies Act 2006 ("the 2006 Act"), to allot shares or grant rights to subscribe for or convert any security into shares up to an aggregate nominal amount of £259,825,059. This represents the aggregate of two thirds of the nominal value of the ordinary shares in issue as at 24 March 2017, being the last practicable date before publication of this Notice.
- Resolution 16 relates to political donations. While it is not the Company's policy to make political donations, it is possible that certain routine activities undertaken by the Company and its subsidiaries might unintentionally fall within the wide definition of matters constituting political donations and expenditure in the Act. Any expenditure regulated under the 2006 Act must first be approved by shareholders and disclosed in the next year's annual report. This resolution, if passed, will authorise the Directors until the AGM in 2018 to make donations and incur expenditure which might otherwise be caught by the terms of the 2006 Act, up to an aggregate amount of £50,000 for the Company and for subsidiary companies.
- Resolution 17 and 18 seeks shareholder approval in order to authorise the Directors, for the purposes of section 570 of the 2006 Act, to allot shares or grant rights to subscribe for or convert any security into shares up to an aggregate nominal amount of £38,973,758 as if section 561(1) of the 2006 Act did not apply. This represents a total of 10% (split between 2 resolutions of 5% each) of the nominal value of the ordinary shares in issue as at 24 March 2017, being the last practicable date before publication of this Notice, and is in accordance with the latest guidance issued by the Pre-emption Group in May 2016.
- Resolution 19 seeks shareholder authority to authorise the Company to purchase its own shares in the market, up to the limit described in the explanation on page 5. The Directors have no present intention of making market purchases, and would only do so if they believed this would result in an increase in earnings per share or net asset value per share of the Company, or both.
- Resolution 20 seeks shareholder authority for the purposes of the Companies (Shareholders' Rights) Regulations 2009 to call general meetings (other than an annual general meeting) on 14 clear days' notice, provided that facilities are available to shareholders to vote by electronic means for meetings called on such notice. The Company will not use such authority as a matter of routine, and only in circumstances where the flexibility is merited by the business of the meeting or where it would be to the advantage of the members as a whole and moreover where the proposals are not of a complexity that might require more time for consideration by members.

If you are not able to attend the AGM, you can cast your votes by proxy by completing the enclosed Form of Proxy and returning it to Equiniti Limited, Aspect House, Spencer Road, Lancing, BN99 6DA, United Kingdom. Full details of how to vote using the Form of Proxy can be found on page 6. Completion and return of the Form of Proxy will not prevent shareholders from electronically attending and voting at the meeting should they subsequently decide to do so.

CREST members may use the CREST electronic proxy appointment service to submit their proxy appointment in respect of the AGM as detailed in the Notes to the Notice of AGM on page 6.

Please note that all proxy forms and appointments must be received by 1.00pm on Tuesday 30 May 2017.

The results of voting on the resolutions will be posted on the Company's website immediately after the AGM.

Yours sincerely,

PETER HARF
CHAIRMAN

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting (the "Meeting" or the "AGM") of Jimmy Choo PLC (the "Company") will be held electronically on 1 June 2017 at 1.00pm to consider and if thought appropriate pass the following resolutions of which Resolutions 1 to 16 will be proposed as ordinary resolutions and Resolutions 17 to 20 will be proposed as special resolutions.

RESOLUTIONS

ORDINARY BUSINESS

REPORT AND FINANCIAL STATEMENTS

1. To receive the financial statements of the Company and the reports of the Directors and the Auditors for the financial year ending 31 December 2016.

DIRECTORS' REMUNERATION REPORT

2. To approve the Directors' Remuneration Report (excluding the Remuneration Policy) for the year ending 31 December 2016, set out on pages 52 to 65 of the Company's Annual Report and Financial Statements.

DIRECTORS

NON-INDEPENDENT DIRECTORS

3. To re-elect Mr Pierre Denis as a Director.
4. To re-elect Mr Jonathan Sinclair as a Director.
5. To re-elect Mr Peter Harf as a Director.
6. To re-elect Mr Fabio Fusco as a Director.
7. To re-elect Mr Olivier Goudet as a Director.
8. To re-elect Ms Anna-Lena Kamenetzky as a Director.

INDEPENDENT NON-EXECUTIVE DIRECTORS

9. To re-elect Ms Elisabeth Murdoch as a Director.
10. To re-elect Ms Meribeth Parker as a Director.
11. To re-elect Mr David Poulter as a Director.
12. To re-elect Mr Robert Singer as a Director.

AUDITORS

13. To appoint KPMG LLP as auditor of the Company to hold office until the conclusion of the next general meeting of the Company at which accounts are laid before the Company.
14. That the Audit Committee of the Company be authorised to agree the remuneration of the auditor.

SPECIAL BUSINESS

DIRECTORS' AUTHORITY TO ALLOT SHARES (ORDINARY RESOLUTION)

15. That, in substitution for all previous like authorities which are hereby revoked, the Directors be and are hereby generally and unconditionally authorised pursuant to Section 551 of the Companies Act 2006 (the "2006 Act") to exercise all the powers of the Company:

(A) to allot shares in the Company or to grant rights to subscribe for or to convert any security into shares in the Company up to an aggregate nominal amount of £129,912,529 (being equivalent to one-third of the nominal value of the issued share capital of the Company); and

(B) in connection with a rights issue, to allot shares in the Company and to grant rights to subscribe for or to convert any security into shares in the Company, up to an aggregate nominal amount of £259,825,059 (being equivalent to a further one-third of the nominal value of the issued share capital of the Company), such authorities to expire on the date of the next annual general meeting of the Company or on 30 June 2018, whichever is the earlier, save that the Company may before such expiry make an offer or agreement which would or might require shares to be allotted or rights to subscribe for or to

convert securities into shares to be granted, after expiry of these authorities, in pursuance of such an offer or agreement as if the authority conferred hereby had not expired.

POLITICAL DONATIONS/EXPENDITURE (ORDINARY RESOLUTION)

16. That, in accordance with sections 366 and 367 of the 2006 Act, the Company and any company which is, or becomes, a subsidiary of the Company at any time during the period to which this resolution relates, be and is hereby generally authorised to make political donations and incur political expenditure, as defined in sections 364 and 365 of the 2006 Act, during the period beginning with the date of the passing of this resolution and ending at the conclusion of the Company's next following annual general meeting, provided that in each case any such donation and expenditure made by the Company or by any such subsidiary shall not exceed £10,000 per company and together those made by any subsidiary and the Company shall not exceed in aggregate £50,000 in total.

DISAPPLICATION OF PRE-EMPTION RIGHTS (SPECIAL RESOLUTION)

17. That subject to the passing of Resolution 15 above, the Directors of the Company be generally authorised pursuant to s570 and s573 of the 2006 Act to allot equity securities (as defined in the 2006 Act) for cash under the authority given by Resolution 15 and/or to sell ordinary shares held by the Company as treasury shares for cash as if s561 of the 2006 Act did not apply to any such allotment, provided that this power shall be limited to:

(A) the allotment of equity securities in connection with an offer of such securities by way of rights issue, open offer or other pro rata offering open for acceptance for a period fixed by the Directors in favour of ordinary shareholders (other than the Company) on the register on a record date fixed by the Directors where the equity securities respectively attributable to the interests of all ordinary shareholders are proportionate (as nearly as may be) to the respective numbers of ordinary shares held by them;

(B) other persons so entitled by virtue of the rights attaching to any other equity securities held by them;

but subject in both cases to such exclusions or other arrangements as the Directors may deem necessary or expedient in relation to fractional entitlements, treasury shares, record dates or any legal, regulatory or practical problems arising in any overseas territory, by virtue of the requirements of any applicable regulatory body or any stock exchange or any other matter; and

(C) (other than pursuant to sub-paragraph (A) above) the allotment of equity securities having, in the case of relevant shares an aggregate nominal value (or, in the case of other equity securities, giving the right to subscribe for or convert into relevant shares having an aggregate nominal value) of £19,486,879,

such authority to expire at the end of the next annual general meeting of the Company (or, if earlier, at the close of business on 30 June 2018) but in each case, prior to its expiry the Company may make offers, and enter into agreements, which would or might, require equity securities to be allotted (and treasury shares to be sold) after the authority expires and the Directors may allot equity securities (and sell treasury shares) under any such offer or agreement as if the authority had not expired.

18. That subject to the passing of Resolution 15 above, the Directors of the Company be authorised in addition to any authority granted under Resolution 17, to allot equity securities (as defined in the 2006 Act) for cash under the authority given by the resolution and/or sell ordinary shares held by the Company as treasury shares for cash as if section 561 of the 2006 Act did not apply to any such allotment or sale, such authority:

- (A) in the case of the authority granted under resolution 15A, to be:
- i. limited to the allotment of equity securities or sale of treasury shares up to a nominal amount of £19,486,879; and
 - ii. used only for the purposes of financing (or refinancing, if the authority is to be used within six months after the original transaction) a transaction which the Directors of the Company determine to be an acquisition or other capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this notice; and
- (B) to expire at the end of the next annual general meeting of the Company (or, if earlier, at the close of business on 30 June 2018) but in each case, prior to its expiry the Company may make offers, and enter into agreements, which would or might require equity securities to be allotted (and treasury shares to be sold) after the authority expires and the Directors of the Company may allot equity securities (and sell treasury shares) under any such offer or agreement as if the authority had not expired.

BUY-BACK OF SHARES (SPECIAL RESOLUTION)

19. That the Company be generally and unconditionally authorised to make market purchases (within the meaning of s693(4) of the 2006 Act) of its ordinary shares of £1.00 each, subject to the following conditions:

- (A) the maximum number of ordinary shares authorised to be purchased is 38,973,758;
- (B) the minimum price (exclusive of expenses) which may be paid for an ordinary share is of £1;

(C) the maximum price (exclusive of expenses) which may be paid for each ordinary share is the higher of:

- (i) an amount equal to 105 per cent. of the average of the middle market quotations of an ordinary share of the Company as derived from the London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the ordinary share is contracted to be purchased; and
- (ii) an amount equal to the higher of the price of the last independent trade of an ordinary share and the highest current independent bid for an ordinary share as derived from the London Stock Exchange trading system (SETS).

(D) this authority shall expire at the close of the next annual general meeting of the Company or, if earlier, at the close of business on 30 June 2018; and

(E) a contract to purchase shares under this authority may be made before the expiry of this authority, and concluded in whole or in part after the expiry of this authority.

NOTICE FOR GENERAL MEETINGS (SPECIAL RESOLUTION)

20. That a general meeting other than an annual general meeting may be called on not less than 14 clear days' notice.

By order of the Board

HANNAH MERRITT
COMPANY SECRETARY

10 Howick Place, London SW1P 1GW
Registered Number: 09198021
24 April 2017

NOTES TO THE NOTICE OF ANNUAL GENERAL MEETING

ENTITLEMENT TO ATTEND AND VOTE

1. Only those shareholders registered in the Company's register of members at 6.30pm on 30 May 2017 or, if this meeting is adjourned, at 6.30pm on the day two business days prior to the adjourned meeting, shall be entitled to attend and vote at the meeting. Changes to the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend and vote at the meeting.

ENTRY TO THE AGM, CONDUCT OF PROCEEDINGS

2. To facilitate entry to the electronic meeting, shareholders are requested to use their unique username and password shown on his/her attendance card to log in to the AGM App on their electronic device (whether by smart phone, tablet or PC). For further information please refer to the section Entry to the Meeting on page 10 of the notice. Persons who are not shareholders of the Company (or their appointed proxy) will not be able to attend the AGM unless prior arrangements have been made with the Company.

WEBSITE GIVING INFORMATION REGARDING THE MEETING

3. Information regarding the meeting, including the information required by section 311A of the 2006 Act, can be found at jimmychoopl.com.

APPOINTMENT OF PROXIES PROXIES

4. A member is entitled to appoint another person as their proxy to exercise all or any of their rights to attend and to speak and vote on their behalf at the annual general meeting. A proxy need not be a shareholder of the company. A shareholder may appoint more than one proxy in relation to the annual general meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that shareholder. Please contact Equiniti on 0371 384 2030 or +44 121 415 7047 if you are calling from outside the UK for your proxies' unique username and password. Lines are open 8.30am to 5.30pm Monday to Friday (excluding bank holidays).
5. A Form of Proxy is enclosed with this Notice. The appointment of a proxy will not prevent a member from subsequently attending and voting at the meeting. In the case of joint holders, any one holder may vote. If more than one holder is present at the meeting, only the vote of the senior will be accepted, seniority being determined in the order in which the names appear on the register. A space has been included in the Form of Proxy to allow members to specify the number of shares in respect of which that proxy is appointed. Shareholders who return the Form of Proxy duly executed but leave this space blank will be deemed to have appointed the proxy in respect of all of their shares. Shareholders who wish to appoint more than one proxy in respect of their shareholding should contact the Company's Registrars, Equiniti Limited, Aspect House, Spencer Road, Lancing, BN99 6DA, United Kingdom on 0371 384 2030 or +44 121 415 7047 if you are calling from outside the UK. Lines are open 8.30am to 5.30pm, Monday to Friday (excluding bank holidays).

For additional Forms of Proxy you may photocopy the Form of Proxy provided with this document indicating on each copy the name of the proxy you wish to appoint and the number of ordinary shares in the Company in respect of which the proxy is appointed. All Forms of Proxy should be returned together in the same envelope.

6. To appoint a proxy: either (a) the Form of Proxy, and any power of attorney or other authority under which it is executed (or a duly certified copy of any such power or authority), must be deposited with the Company's Registrars, Equiniti Limited, Aspect House, Spencer Road, Lancing, BN99 6DA, United Kingdom; or (b) the proxy appointment must be lodged using the CREST Proxy Voting Service in accordance with note 7 below so as to be received no later than 48 hours (excluding non-business days) before the time of the holding of the AGM or any adjournment thereof; or (c) electronically via www.sharevote.co.uk (see note 8 for further details).

Please note that all proxy forms and appointments must be received by 1.00pm on Tuesday 30 May 2017.

APPOINTMENT OF PROXIES THROUGH CREST

7. CREST members who wish to appoint a proxy or proxies by utilising the CREST electronic proxy appointment service may do so for the meeting and any adjournment(s) of it by using the procedures described in the CREST Manual (available via www.euroclear.com). CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

In order for a proxy appointment made using the CREST service to be valid, the appropriate CREST message (a CREST Proxy Instruction) must be properly authenticated in accordance with Euroclear UK & Ireland Limited's ("EUI") specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by Equiniti (ID RA19) no later than 1.00pm on Tuesday 30 May, or, in the event of an adjournment of the meeting, 48 hours (excluding non-business days) before the adjourned meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time, any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.

CREST members and, where applicable, their CREST sponsors or voting service providers should note that EUI does not make available special procedures in CREST for any particular message. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member, or has appointed a voting service provider(s), to procure that his/her CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

ELECTRONIC APPOINTMENT OF PROXIES

8. You can appoint a proxy online to vote on your behalf at www.sharevote.co.uk. You will need your Voting ID, Task ID and Shareholder Reference Number, which are shown on your Proxy Form. A proxy appointment made electronically will not be valid if sent to any address other than those provided or if received after 1.00pm on Tuesday 30 May 2017.

CORPORATE REPRESENTATIVES

9. A corporation which is a shareholder can appoint one or more corporate representatives who may exercise, on its behalf, all its powers as a member provided that no more than one corporate representative exercises powers over the same share. Please contact Equiniti on 0371 384 2030 or +44 121 415 7047 if you are calling from outside the UK for your unique username and password. Lines are open 8.30am to 5.30pm Monday to Friday (excluding bank holidays).

ISSUED SHARES AND TOTAL VOTING RIGHTS

10. As at 24 March 2017 (being the latest practicable date prior to the publication of this Notice), the Company's issued share capital comprised 389,737,588 ordinary shares of £1.00 each. Each ordinary share carries the right to one vote at a general meeting of the Company and, therefore, the total number of voting rights in the Company as at 24 March 2017 is 389,737,588.

As at 24 March 2017, there have been no further changes in the major shareholdings notified to the Company since 2 March 2017 (being the date on which the Directors' report for the year ended 31 December 2016 was approved). Similarly, there have been no further changes in the interests of Directors in the Company's issued share capital since 2 March 2017.

AUTOMATIC POLL VOTING

11. Each of the resolutions to be put to the meeting will be voted on by poll via the AGM App. A poll reflects the number of voting rights exercisable by each member and so the Board considers it a more democratic method of voting. It is also in line with recommendations made by the Shareholder Voting Working Group and Paul Myners in 2004. The results of the poll will be published on the Company's website and notified to the UK Listing Authority once the votes have been counted and verified.

PUBLICATION OF AUDIT CONCERNS

12. Under section 527 of the 2006 Act members meeting the threshold requirements set out in that section have the right to require the Company to publish on a website a statement setting out any matter relating to: (a) the audit of the Company's accounts (including the auditors' report and the conduct of the audit) that are to be laid before the annual general meeting; or (b) any circumstance connected with an auditor of the Company ceasing to hold office since the previous meeting at which annual accounts and reports were laid in accordance with section 437 of the 2006 Act. The Company may not require the shareholders requesting any such website publication to pay its expenses in complying with sections 527 or 528 of the 2006 Act. Where the Company is required to place a statement on a website under section 527 of the 2006 Act, it must forward the statement to the Company's auditor not later than the time when it makes the statement available on the website. The business which may be dealt with at the annual general meeting includes any statement that the Company has been required under section 527 of the 2006 Act to publish on a website.

QUESTIONS AT THE MEETING

13. Any member or duly appointed proxy attending the meeting has the right to ask questions. The Company must answer any question you ask relating to the business being dealt with at the meeting unless:

- (A) answering the question would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information;
- (B) the answer has already been given on a website in the form of an answer to a question; or
- (C) it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.

NOMINATED PERSONS

14. If you are a person who has been nominated under section 146 of the 2006 Act to enjoy information rights ("Nominated Person"):

You may have a right under an agreement between you and the shareholder of the Company who has nominated you to have information rights ("Relevant Shareholder") to be appointed or to have someone else appointed as a proxy for the meeting.

If you either do not have such a right or if you have such a right but do not wish to exercise it, you may have a right under an agreement between you and the Relevant Shareholder to give instructions to the Relevant Shareholder as to the exercise of voting rights.

Your main point of contact in terms of your investment in the Company remains the Relevant Shareholder (or, perhaps, your custodian or broker) and you should continue to contact them (and not the Company) regarding any changes or queries relating to your personal details and your interest in the Company (including any administrative matters). The only exception to this is where the Company expressly requests a response from you.

The statement of the rights of members in relation to the appointment of proxies in paragraphs 4-8 above do not apply to Nominated Persons. The rights described in those paragraphs can only be exercised by members of the Company.

DOCUMENTS ON DISPLAY

15. Copies of the service contracts of the executive directors, the non-executive directors' contracts for services and the articles of association of the Company are available for inspection at the Company's registered office during normal business hours and at jimmychoopl.com from at least 15 minutes prior to the meeting and until the end of the meeting.

COMMUNICATION

16. Except as provided above, shareholders who have general queries about the meeting (or the meeting format) should call our shareholder helpline on 0371 384 2030 or +44 121 415 7047 if you are calling from outside the UK. Lines are open 8.30am to 5.30pm Monday to Friday (excluding bank holidays).

You may not use any electronic address provided either:

- in this notice of annual general meeting; or
- in any related documents (including the Chairman's letter and proxy form), to communicate with the Company for any purposes other than those expressly stated.

TIME

17. All references to time are to UK time.

EXPLANATION OF RESOLUTIONS

An explanation of each of the resolutions is set out below.

REPORTS AND FINANCIAL STATEMENTS (RESOLUTION 1)

The first item of business is the receipt by shareholders of the audited financial statements for the financial year ended 31 December 2016 together with the Directors' Report and the Auditors' Report (the "Annual Report").

DIRECTORS' REMUNERATION (RESOLUTION 2)

Resolution 2 is an annual advisory vote to approve the Directors' Remuneration Report (excluding the Directors' Remuneration Policy) which is set out on pages 52 to 65 of the Annual Report and Financial Statements for the financial year ending 31 December 2016. This section of the Directors' Remuneration Report sets out details on remuneration paid to the Directors in 2016 and on how the Remuneration Policy will be implemented in 2017.

RE-APPOINTMENT OF DIRECTORS (RESOLUTIONS 3 TO 12)

Provision B.7.1 of the UK Corporate Governance Code requires that directors of FTSE 250 companies should be subject to annual election by shareholders and that all other directors should be subject to election by shareholders at the first annual general meeting after their appointment and to re-election annually thereafter. All Directors currently in office will therefore seek election or re-election at the AGM. Separate resolutions are proposed for each of these elections.

The Board has undertaken two performance evaluations since Admission and the Board's view is that each of the Directors is fully competent to carry out their responsibilities as a member of the Board of Directors and each Director's performance continues to be effective and each Director demonstrates commitment to the role. Biographical details of the Directors are provided on pages 38 to 39 of the Annual Report and Financial Statements. Details of how the Board has determined the independent non-executive Directors to be effective and independent are set out on page 42 of the Annual Report and Financial Statements.

Under the FCA's Listing Rules, a company which has a "controlling shareholder" (being "any person who exercises or controls, on their own or together with any person with whom they are acting in concert, 30% or more of the votes able to be cast on all or substantially all matters at general meetings of the company") must, for the purposes of the election or re-election of an independent Director, pass both an ordinary resolution of all shareholders and a separate ordinary resolution of all shareholders other than the controlling shareholder (the "independent shareholders").

As at 24 March 2017, JAB Luxury GmbH ("JAB") held 67.66% of the Company's issued share capital and JAB are therefore considered to be a controlling shareholder of the Company. As such, once the Company's shareholders have voted on each resolution for the election of an independent non-executive Director (Resolutions 9 to 12), the independent shareholders' vote will be obtained by excluding from the result of the vote on each such resolution the votes of the controlling shareholder.

If the ordinary resolution to approve the election or re-election of an existing independent Director is passed, but separate approval by the independent shareholders is not given, the Listing Rules permit an existing independent Director to remain in office pending a further ordinary resolution of all the shareholders to approve the election or re-election of that Director. Such a resolution may only be voted on within the period of between 90 days and 120 days following the date of the original vote. The Company will, on announcing the result of the AGM, announce, in respect of resolutions 9 to 12 the result of

both the vote of all the Company's shareholders and the vote of the independent shareholders. If separate independent shareholder approval is not given for any relevant resolution, the Company intends that the relevant Director's appointment will continue for 120 days from the date of the original vote, unless a further ordinary resolution for re-election is passed. If a further resolution to approve the re-election of the relevant Director is defeated, his or her appointment will cease on that resolution being defeated.

RE-APPOINTMENT OF THE AUDITORS (RESOLUTION 13)

The Company is required, at each general meeting at which financial statements are presented, to appoint an auditor to hold office until the conclusion of the next such meeting and KPMG LLP has advised its willingness to stand for re-appointment. The Board, on the recommendation of the Audit Committee, recommends the re-appointment of KPMG LLP as auditors to hold office until the conclusion of the next annual general meeting of the Company (the "Auditors").

REMUNERATION OF THE AUDITORS (RESOLUTION 14)

This resolution seeks shareholder consent for the Audit Committee of the Company to set the remuneration of the Auditors.

DIRECTORS' AUTHORITY TO ALLOT SHARES (RESOLUTION 15)

Under the 2006 Act, the directors of a company may only allot new shares (or grant rights over shares) if authorised to do so by the shareholders in a general meeting. The authority which is sought in respect of this is dealt with in Resolution 15. The authority will allow the Directors to allot new shares and to grant rights to subscribe for or convert any security into shares up to a nominal value of £129,912,529, which is equivalent to one third of the total issued ordinary share capital of the Company, exclusive of treasury shares, as at 24 March 2017, being the last practicable date before publication of this Notice. The Company does not currently hold any of its ordinary shares in treasury.

Part B of this resolution will give the Directors additional authority to allot relevant securities in connection with a rights issue up to a further one-third of the issued share capital of the Company, being an aggregate nominal amount of £259,825,059.

In total, the resolution will allow the Directors to allot a maximum aggregate of two-thirds of the issued share capital of the Company and is considered routine by the Association of British Insurers. The Directors have no present intention to allot shares or grant rights to subscribe for or convert any security into shares pursuant to this authority. However, the Directors consider it desirable to have the flexibility to respond to market developments and to enable allotments to take place in appropriate circumstances. The authority will be exercised only if the Directors believe that to do so would be likely to promote the success of the Company for the benefit of its shareholders as a whole.

If this resolution is passed the authority will expire on the conclusion of the next annual general meeting or on 30 June 2018, whichever is the earlier.

POLITICAL DONATIONS (RESOLUTION 16)

While it is not the Company's policy to make political donations, it is possible that certain routine activities undertaken by the Company and its subsidiaries might unintentionally fall within the wide definition of matters constituting political donations and expenditure in the 2006 Act. Any expenditure regulated under the 2006 Act must first be approved by shareholders and disclosed in the next year's annual report. This resolution, if passed, will authorise the Directors

until the AGM in 2018 to make donations and incur expenditure which might otherwise be caught by the terms of the 2006 Act, up to an aggregate amount of £50,000 for the Company and for subsidiary companies.

Resolution 16 will be proposed as an ordinary resolution.

DISAPPLICATION OF PRE-EMPTION RIGHTS (RESOLUTION 17 AND 18)

If the Directors wish to allot new shares and other equity securities, or sell treasury shares, for cash (other than in connection with an employee share scheme) company law requires that these shares are offered first to shareholders in proportion to their existing holdings.

There may be circumstances, however, when it is in the interests of the Company to be able to allot new equity securities for cash other than on a pre-emptive basis. The Board considers the authority in Resolutions 17 and 18 to be appropriate in order to allow the Company flexibility to finance business opportunities or to conduct a pre-emptive offer or rights issue without the need to comply with the strict requirements of the statutory pre-emption provisions.

The purpose of Resolutions 17 and 18 is to authorise the Directors to allot new shares pursuant to the authority given therein, or sell treasury shares, for cash (a) in connection with a pre-emptive offer or rights issue or (b) otherwise up to a nominal value of £38,973,758, equivalent to 10% of the total issued ordinary share capital of the Company as at 24 March 2017, in each case without the shares first being offered to existing shareholders in proportion to their existing holdings.

Such authority, if given, will expire at the conclusion of the next annual general meeting or on 30 June 2018, whichever is the earlier. Following the implementation of The Companies (Acquisition of Own Shares) (Treasury Shares) Regulations 2003, this extends to any subsequent sale of equity securities which have been held in treasury.

The Board intends to adhere to the provisions in the Pre-emption Group's Statement of Principles, as published in March 2015, and not to allot shares for cash on a non-pre-emptive basis pursuant to the authority in Resolution 18:

(i) in excess of an amount equal to 5% of the total issued ordinary share capital of the Company excluding treasury shares, in any one year; or

(ii) in excess of an amount equal to 7.5% of the total issued ordinary share capital of the Company excluding treasury shares within a rolling three-year period, without prior consultation with the Company's shareholders, in each case other than in connection with an acquisition or specified capital investment which is announced contemporaneously with the allotment or which has taken place in the preceding six-month period and is disclosed in the announcement of the allotment.

Resolutions 17 and 18 will be proposed as special resolutions.

BUY-BACK OF SHARES (RESOLUTION 19)

This resolution authorises the Company to make market purchases of its own ordinary shares as permitted by the 2006 Act. The authority limits the number of shares that could be purchased to a maximum of 38,973,758 (representing no more than 10% of the issued share capital of the Company as at the latest practicable date before publication of this Notice) and sets minimum and maximum prices. This authority will expire at the conclusion of next year's AGM.

The Directors have no present intention of exercising this authority but will keep the matter under review, taking into account the overall financial position of the Company. The authority will be exercised only if to do so would be likely to promote the success of the Company for the benefit of its shareholders as a whole and, where required by the Company's controlling shareholder, if The Panel on Takeovers and Mergers first provide a waiver from Rule 9 of The City Code on Takeovers and Mergers.

Any purchases of ordinary shares would be by means of market purchases through the London Stock Exchange. Any shares purchased under this authority may either be cancelled or held as treasury shares. Treasury shares may subsequently be cancelled, sold for cash or used to satisfy options issued to employees pursuant to the employees' share schemes.

As at latest practicable date before publication of this Notice there were options over 10,253,231 ordinary shares in the capital of the Company which represent 2.6% of the issued ordinary share capital (excluding treasury shares) at that date. If the authority to purchase ordinary shares was exercised in full, these options would represent 2.9% of the issued ordinary share capital (excluding treasury shares).

The authority will only be valid until the conclusion of the next AGM in 2018 or, if earlier, on 30 June 2018.

Resolution 19 will be proposed as a special resolution.

NOTICE OF GENERAL MEETINGS (RESOLUTION 20)

The Shareholders' Rights Regulations require that the notice period for general meetings of the Company should be 21 days unless certain requirements are satisfied. The Company is currently able to call general meetings (other than an annual general meeting) on 14 clear days' notice and would like to preserve this ability. In order to be able to do so, shareholders must have approved the calling of meetings on 14 clear days' notice. This resolution seeks to renew the approval given at the Company's last annual general meeting and this approval will be effective until the Company's next annual general meeting, when it is intended that a similar resolution will be proposed. In the event that a general meeting is called on less than 21 days' notice, then the Company intends to meet the requirements for electronic voting under section 8 of the Shareholders' Rights Regulations in order to be able to call a general meeting on 14 clear days' notice. CREST voting will be permitted to fulfil these requirements.

The Company will not use the authority to call a general meeting on 14 clear days' notice as a matter of routine, and only in circumstances where the flexibility is merited by the business of the meeting or where it would be to the advantage of the members as a whole and moreover where the proposals are not of a complexity that might require more time for consideration by members.

Resolution 20 will be proposed as a special resolution.

INFORMATION ON THE 2017 ANNUAL GENERAL MEETING

JIMMY CHOO PLC – ANNUAL GENERAL MEETING

Thursday 1 June 2017 at 1.00pm.

ENTRY TO THE MEETING

In order to participate at the AGM, you will need to download the latest version of the AGM App onto your smartphone device. This is available in native app format (Android and iOS only) and can be downloaded from the Google Play Store™ Market or the Apple® App Store by searching by app name “Lumi AGM”. **It is highly recommended that you download the latest version of the AGM App in advance of the meeting day.**

Alternatively, Lumi AGM is available as a mobile web client, compatible with the latest browser versions of Chrome, Firefox, Internet Explorer 10 and 11 (IE v9 and lower are not supported), Edge and Safari and can be accessed using any web browser, on a PC or smartphone device. If you would prefer to vote using this method, please go to <https://web.lumiagm.com>. In order to listen and to speak at the AGM, you must dial in (see Accessing the telephone call below).

FOR NATIVE APP USERS:

Once you have downloaded the AGM App, you will be asked to enter a Meeting ID which is 171-526-629. You will then be prompted to enter your **unique username** and **password**. Your username and password can be found on your attendance card. Access to the meeting via the AGM App will be available from 9.00am on Wednesday 31 May, although the functionality will not be enabled until the meeting commences. The telephone lines will be activated 15 minutes prior to the meeting start time. During the meeting, you must ensure you are connected to the internet **at all times** in order to vote when the Chairman commences polling on the resolutions being put to the meeting. Therefore, it is your responsibility to ensure connectivity for the duration of the meeting.

FOR WEB BROWSER USERS:

From your web browser, please go to <https://web.lumiagm.com> and enter the Meeting ID which is 171-526-629. You will then be prompted to enter your unique username and password. Your username and password can be found on your attendance card.

Access to the meeting via the AGM App will be available from 9.00am on Wednesday 31 May, although the functionality will not be enabled until the meeting commences. The telephone lines will be activated 15 minutes prior to the meeting start time. During the meeting, you must ensure you are connected to the internet **at all times** in order to vote when the Chairman commences polling on the resolutions being put to the meeting. Therefore, it is your responsibility to ensure connectivity for the duration of the meeting.

ALL USERS

ACCESSING THE TELEPHONE CALL

To be able to speak at the AGM, you must dial into the AGM using the numbers provided on this page under Access Telephone Numbers. To dial-in, you will require a conference ID (“Conference ID”). The Conference ID will only be accessible once you have logged into the AGM App and will be available at least 30 minutes prior to the start of the meeting. Local phone calls will not be charged.

VOTING

After the resolutions have been proposed and opened, voting options will appear on the screen. Press the option corresponding with the way in which you wish to vote. Once you have selected your choice, you will a message on your screen confirming that your vote has been received. If you think that you have selected the wrong choice or if you wish to change your mind, simply press the correct choice until the poll is closed on that resolution.

If you wish to cancel your “live” vote, please press Cancel.

INFORMATION ON THE 2017 ANNUAL GENERAL MEETING PRESENTATION

A presentation will be present on the AGM App. To view the presentation when open simply click on the up arrow (^) present in the ‘Broadcast’ band.

QUESTIONS AT THE MEETING

If you wish to ask a question please ensure you have logged into the AGM App, retrieve the Conference ID and then dial the appropriate telephone number detailed on this page under Access Telephone Numbers. You will be connected to an Operator who will provide you with further instructions.

PROCESS

The process of asking questions, voting and accessing the AGM presentation will be further explained by the Chairman and the Operator during the meeting.

DULY APPOINTED PROXIES AND CORPORATE REPRESENTATIVES

Please contact Equiniti on 0371 384 2030 or +44 121 415 7047 if you are calling from outside the UK for your **unique username** and **password**. Lines are open 8.30am to 5.30pm Monday to Friday (excluding bank holidays).

Shareholders should note that electronic entry to the Annual General Meeting will open at 12.45pm on Thursday 1 June 2017.

JIMMY CHOO PLC
WWW.JIMMYCHOOPLC.COM
ACCESS TELEPHONE NUMBERS

DIAL IN DETAILS

Participant access – Log in to the AGM App 15 minutes prior to the start time using your unique username and password to retrieve the Conference ID.

Shareholder participants, Local – United Kingdom:
+44 (0)330 336 9105

Shareholder participants, Local – United States of America:
+1 719 325 2385

Shareholder participants – Rest of World:
+44 (0)330 336 9105

ONLINE USER GUIDE (BROWSER) TO THE 2017 ANNUAL GENERAL MEETING

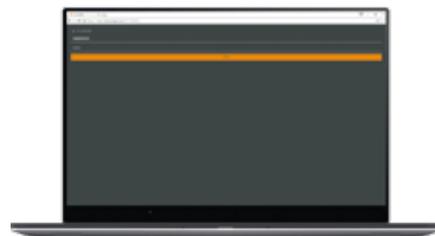


Go to <https://web.lumiagm.com> and you will be prompted to enter the Meeting ID.



If a Shareholder attempts to log in to the app before the Meeting is live*, a pop-up dialogue box will appear.

*After Wednesday 31 May 9:00am



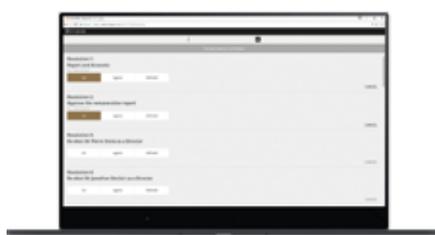
After entering the Meeting ID, you will be prompted to enter your **unique username** and **password**.



When successfully authenticated, a Shareholder will be taken to the Home Screen.



Details of the telephone conference code will be displayed on the Home Screen.



When the Chairman declares the poll open, the resolution and voting choices will appear on your device. Press the option corresponding with the way in which you wish to vote.

Once you have selected your choice, a confirmation message will appear on the device screen.

To change your mind, simply press the correct choice.
To cancel your vote, press Cancel.

ONLINE USER GUIDE (MOBILE) TO THE 2017 ANNUAL GENERAL MEETING



Open the Lumi AGM app and you will be prompted to enter the Meeting ID.



If a Shareholder attempts to log in to the app before the Meeting is live*, a pop-up dialogue box will appear.

*After Wednesday 31 May 9:00am



After entering the Meeting ID, you will be prompted to enter your **unique username** and **password**.



When successfully authenticated, a Shareholder will be taken to the Home Screen.



Details of the telephone conference code will be displayed on the Home Screen.



When the Chairman declares the poll open, the resolution and voting choices will appear on your device. Press the option corresponding with the way in which you wish to vote.



Once you have selected your choice, a confirmation message will appear on the device screen.

- To change your mind, simply press the correct choice.
- To cancel your vote, press Cancel.