

Shareholder information

Key dates

Ex-dividend date for 2008/09 final dividend	17 March 2010
Final dividend record date	19 March 2010
Last date for AGM proxy votes to be received by the Registrar	23 March 2010
AGM	25 March 2010
Final dividend payment date	8 April 2010
Ex-dividend date for 2009/10 interim dividend	8 September 2010
Interim dividend record date	10 September 2010
Year end	30 September 2010
Interim dividend payment date	8 October 2010

Dividends

As an alternative to having dividends paid by cheque, shareholders can, if they wish, have them credited directly into their bank or building society account on the dividend payment date. The benefits are:

- funds are placed directly into the shareholder's account on the payment date, so there is no waiting for the cheque to clear;
- it saves time, as there is no need to pay in each dividend cheque; and
- it avoids the inconvenience and cost of lost, stolen, spoiled or out of date cheques.

Shareholders wishing to set up a dividend mandate can do so by completing the dividend mandate form attached to the dividend cheque or by downloading a dividend mandate form from www.shareview.co.uk. Alternatively, the appropriate form can be requested from the Registrar (contact details below).

An interim dividend payment of 3.75 pence per share was paid on 4 September 2009, to all ordinary shareholders on the register at 5.00pm on 7 August 2009. The Directors recommend the payment of a final dividend of 7.0 pence per share, to be paid on 8 April 2010 to all shareholders on the register at 5.00pm on 19 March 2010.

Share register and shareholder enquiries

The Company's share register is maintained by Equiniti. Queries relating to Thomas Cook Group plc shares, should be addressed to:

The Registrar
Equiniti
Aspect House
Spencer Road
Lancing
West Sussex BN99 6DA
Tel: 0871 384 2154 (international telephone number: +44 (0)121 415 7047)

Shareholders should quote the Company reference number 3174 and their account number (which can be found on their share certificates and dividend documentation), when contacting the Registrar.

Multiple accounts on the share register

If a shareholder receives two or more sets of the documents concerning the Annual General Meeting ("AGM") this means that there is more than one account in their name on the shareholder register, perhaps because either the name or the address appear on each account in a slightly different way. For security reasons Equiniti will not amalgamate the accounts without the shareholder's written consent. Therefore, if a shareholder would like their multiple accounts to be combined they should write to Equiniti, at the address above, detailing the different account numbers and request that they be combined into one account.

Website

The Company's corporate website, www.thomascookgroup.com, provides information including:

- news, updates, press releases and regulatory announcements;
- investor information, including the Annual Report, investor presentations and share price information;
- biographies of the Board of Directors and the senior executive team;
- the Company's Articles of Association and the terms of reference for the Committees of the Board; and
- sustainability reporting.

Electronic communications

At the AGM on 10 April 2008, the Company passed a resolution allowing the Thomas Cook Group plc website to be used as the primary means of communication with its shareholders. A consultation card was sent to shareholders enabling them to choose either to:

- receive notification by email when shareholder documentation is available on the website; or
- continue to receive shareholder documentation in hard copy.

Shareholders who did not respond were deemed, in accordance with the Companies Act 2006, to have agreed to receive shareholder documentation via the Thomas Cook Group plc website. These arrangements for electronic shareholder communications provide shareholders with the opportunity to access information in a timely manner and help Thomas Cook Group plc to reduce both its costs and environmental impact.

Voting electronically

All shareholders can submit their proxy vote for the AGM electronically at www.sharevote.co.uk. To register their vote shareholders will need the numbers detailed on their form of proxy.

Alternatively, shareholders who have already registered with Shareview can submit their proxy vote by logging on to www.shareview.co.uk and clicking on company meetings.

Shareview

To be able to access information about their shares and other investments online, shareholders can register with Shareview (www.shareview.co.uk). Registration is free, shareholders will need their shareholder reference number which is shown on their form of proxy and share certificate. By registering for this service shareholders will:

- help reduce paper, print and postage costs;
- help the environment; and
- be able to manage their shareholding quickly and securely online.

Once registered, whenever shareholder documents are available shareholders will be sent a link to the appropriate website, where the documents will be available to view or download. Receiving documents online does not affect shareholders' rights in any way.

Holiday booking discount

Shareholders, subject to the restrictions set out below, are entitled to receive a discount of 10% off the latest retail high street price of any holiday booked under the following brands: Airtours, Aspro, Club 18-30, Cresta, Manos, Neilson, Sunset, Sunworld Holidays, Swiss Travel Service, Thomas Cook, Thomas Cook Style Collection, Thomas Cook Signature and Thomas Cook Tours. In order to benefit from this service, shareholders should call the telephone number detailed below:

Shareholder booking line: 0844 800 7003
Opening times: 9:00am to 5:30pm Monday – Saturday

Shareholder information continued

Please note it is not possible to claim the discount through Thomas Cook stores, other travel agents, Thomas Cook websites or other telephone numbers.

To qualify, shareholders must hold a minimum of 500 shares, held for a period of six months prior to making the booking and will need to quote their shareholder number shown on their share certificate when booking their holiday. Shareholders who hold shares through a nominee can claim this discount, but will be required to show proof of ownership from that nominee and that those shares continue to be held at the date of booking.

It is not possible to use this discount against "flight-only" bookings and it does not apply to Air Passenger Duty, fuel charges or any other supplements. This discount may not be used in conjunction with any other offer.

Preferential foreign exchange rates

In addition to these travel benefits, when buying foreign currency or travellers cheques in any Thomas Cook or Going Places store, shareholders are entitled to a commission free transaction and a preferential exchange rate, subject to the confirmation that they meet the shareholding criteria set out above.

Thomas Cook AG / MyTravel Group plc merger

Thomas Cook Group plc was formed in June 2007 upon the merger of Thomas Cook AG and MyTravel Group plc.

MyTravel Group plc shareholders received one Thomas Cook Group plc ordinary share for every one MyTravel Group plc share previously held. MyTravel Group plc share certificates are no longer valid and can be destroyed. Replacement Thomas Cook Group plc share certificates were sent to shareholders, who held shares in certificated form, on or around 19 June 2007.

Unsolicited telephone calls and correspondence

Shareholders are advised to be wary of any unsolicited advice, offers to buy shares at a discount, or offers of free reports about the Company. These are typically from overseas based 'brokers' who target UK shareholders, offering to sell them what often turns out to be worthless or high risk shares. These operations are so called 'boiler room' frauds. If shareholders receive unsolicited investment advice, they can check if the person or organisation is properly authorised by the Financial Services Authority ("FSA") at www.fsa.gov.uk/register. Details of any share dealing facilities that the Company endorses will be included in Company mailings or on our website.

Sharegift

Shareholders with a small number of shares, the value of which make it uneconomical to sell, may wish to consider donating them to the charity ShareGift (Registered Charity Number 1052686). Find out more about ShareGift at www.sharegift.org or by telephoning +44 (0)20 7930 3737.

Shareview dealing

A telephone and internet dealing service has been arranged through the Registrar to provide a simple way of buying and selling Thomas Cook Group plc shares for existing and prospective UK based shareholders. For telephone dealing call 08456 037 037 between 8.00am and 4.30pm, Monday to Friday, or visit the website: www.shareview.co.uk/dealing. Shareholders will need the shareholder reference number shown on their share certificate(s).

Analysis of shareholders as at 30 September 2009

Distribution of shares by the type of shareholder	Number of holdings	Number of shares
Nominees and institutional investors	1,279	854,782,581
Individuals	15,492	3,510,366
Total	16,771	858,292,947

Size of shareholding	Number of holdings	Number of shares
1-100	11,259	356,259
101-500	3,515	800,627
501-1,000	692	502,591
1,001-10,000	554	1,729,433
10,001-100,000	295	11,627,273
100,001-500,000	243	57,092,131
500,001-1,000,000	82	56,878,666
1,000,001 and above	131	729,305,967
Total	16,771	858,292,947

Registered office

6th Floor South, Brettenham House, Lancaster Place, London WC2E 7EN
Registered Number: 6091951

Shareholder contacts

Shareholder helpline: 0871 384 2154
(international telephone number: +44 (0)121 415 7047)
Website: www.thomascookgroup.com
Registrar's website: www.shareview.co.uk