



Press Release

Uden, The Netherlands, 16 February 2016

Notification of Home Member State

The Netherlands is Beter Bed Holding N.V.'s home member state for the purposes of the European Union Transparency Directive (Directive 2004/109/EC, as amended).

Profile

Beter Bed Holding is a European retail organisation that strives to offer its customers a comfortable and healthy night's rest every night at an affordable price. The company does this via stores and its own webshops through the formulas:

- Matratzen Concord, located in Germany, Switzerland and Austria.
- Beter Bed, located in the Netherlands and Belgium.
- Beddenreus, located in the Netherlands.
- El Gigante del Colchón, located in Spain.
- Literie Concorde, located in France.

The retail formulas ensure products of good quality, offer better advice than their competitors and always offer the best possible deal. Beter Bed Holding is also active as a wholesaler of branded products in the bedroom furnishing sector via its subsidiary DBC International. The international brand M Line is sold in the Netherlands, Germany, Belgium, Austria, Switzerland, Spain and France. In 2015, the company achieved net revenue of € 385.4 million with a total of 1,159 stores. 70.1% of this figure was realised outside the Netherlands. Beter Bed Holding N.V. has been listed on the Euronext Amsterdam since December 1996 and its shares (BBED NL0000339703) have been included in the AScX Index.

For more information:

Ton Anbeek
Chief Executive Officer
+31 (0)413 338819
+31 (0)6 53662838
ton.anbeek@beterbed.nl

Bart Koops
Chief Financial Officer
+31 (0)413 338819
+31 (0)6 46761405
bart.koops@beterbed.nl