

May 9, 2012

Press Release

Ahold completes acquisition of bol.com

Amsterdam, the Netherlands – Ahold today announced that it has successfully completed the acquisition of bol.com. This follows the initial announcement of the transaction on February 27, 2012.

Bol.com is the most visited retail website in the Netherlands serving 3.4 million active customers. It offers a broad range of products in various non-food categories including books, entertainment, electronics, toys and the recently added category of baby products.

Bol.com becomes the fifth retail brand for Ahold in the Netherlands, alongside Albert Heijn, Etos, Gall & Gall and albert.nl. The current management team will continue to lead bol.com, which will remain located in Utrecht.

Ahold has acquired 100 percent of bol.com from Cyrte Investments and NPM Capital for a transaction value of €350 million, fully paid in cash.

2012/19

Cautionary notice

This press release includes forward-looking statements, which do not refer to historical facts but refer to expectations based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those included in such statements. These forward-looking statements include, but are not limited to, statements as to managing bol.com. They are subject to risks, uncertainties and other factors that could cause actual results to differ materially from future results expressed or implied by the forward-looking statements. Important factors that could cause actual results to differ materially from the information set forth in these forward-looking statements include, but are not limited to, factors discussed in Ahold's public filings and other disclosures. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as per the date of this press release. Ahold does not assume any obligation to update any public information or forward-looking statements in this release to reflect subsequent events or circumstances, except as may be required by applicable laws. Outside the Netherlands, Koninklijke Ahold N.V., being its registered name, presents itself under the name of "Royal Ahold" or simply "Ahold".

