PRESS RELEASE

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ACCELL GROUP APPOINTS RUBEN BALDEW AS CHIEF FINANCIAL OFFICER

HEERENVEEN (THE NETHERLANDS), 19 JULY 2018 – Accell Group N.V. announces that its Supervisory Board intends to appoint Ruben Baldew, currently financial director of Unilever Thailand, as Chief Financial Officer (CFO) and member of the Board of Directors, effective 1 November 2018. Ruben Baldew will succeed Hielke Sybesma, who left Accell Group in May of this year.

Ab Pasman, Chairman of the Accell Group Supervisory Board: "We are delighted to confirm today that Ruben will join us as new CFO of Accell Group. He has extensive experience as CFO and in other senior executive positions in the field of finance. In addition, Ruben has gained IT experience through his involvement in ERP implementations and digital change projects. This combination of experience and skills makes him particularly suited for rolling out the new strategy and transition of Accell Group in the years ahead, together with Ton and the rejuvenated and strengthened management team."

Ton Anbeek, CEO of Accell Group: "I am delighted with Ruben's appointment as our new CFO and I look forward to working together. In recent months, we have expanded and strengthened our senior management team. Following Ruben's appointment, we have effectively filled all crucial positions at group and regional level. We now have a strong and renewed team with an excellent mix of experience, expertise and young talent, which adds a positive drive and new dynamism to our company. With this team, we will prepare Accell Group for the future. We will be smarter in how we respond to consumer demand, we will focus more strongly on experience and work on innovative (e-)bikes and smart mobility solutions for sports, leisure, commuting and transport in and outside cities."

Ruben Baldew (1977) studied tax law at Leiden University and completed a post-doctoral programme to become a qualified register controller at Maastricht University. He started his professional career in 2001 at Unilever, where he held various financial positions in different countries. He has worked as finance partner in the supply chain, procurement, marketing and sales. He was among others financial director for the European laundry detergents and care products supply chain and later he became financial director of Unilever Benelux. Ruben Baldew is currently financial director of Unilever Thailand. In addition to his financial responsibilities, in these latter roles he was closely involved in IT matters, in areas including ERP and CRM.

The Supervisory Board intends to formally appoint Ruben Baldew as CFO and member of the Board of Directors once its shareholders have been officially informed of the proposed appointment. To this end, Accell Group will convene an extraordinary general meeting of shareholders in October 2018. Following the formal appointment, the Board of Directors will consist of three members: Ton Anbeek (CEO), Ruben Baldew (CFO) and Jeroen Both (CSCO).

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ABOUT ACCELL GROUP

Accell Group N.V. focuses internationally on the mid-range and higher segments of the market for bicycles and bicycle parts and accessories. The company has leading positions in the Netherlands, Belgium, Germany, Italy, France, Finland, Turkey, the United Kingdom and the United States. In Europe, Accell Group is market leader in the bicycle market measured in turnover. Accell Group's best known brands are Haibike (Germany), Winora (Germany), Batavus (Netherlands), Sparta (Netherlands), Koga (Netherlands), Lapierre (France), Ghost (Germany), Raleigh and Diamondback (UK, US, Canada), Tunturi (Finland), Atala (Italy), Redline (US), Loekie (Netherlands) and XLC (international). Accell Group and its subsidiaries employ approximately 3,000 people in eighteen countries worldwide. The company has production facilities in the Netherlands, Germany, France, Hungary, Turkey and China. Accell Group products are sold in more than seventy countries. The company's head office is located in Heerenveen (the Netherlands). Accell Group shares are traded on the official market of Euronext Amsterdam and are included in the Amsterdam Small Cap index (AScX). In 2017, Accell Group sold around 1.3 million bicycles and recorded turnover of over € 1 billion. www.accell-group.com

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AGENDA

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TRANSPARENCY DIRECTIVE

For the purposes of the Transparency Directive of the European Union (Directive 2004/109/EC, revised), Accell Group N.V.'s home member state is the Netherlands.

This is a public announcement of Accell Group N.V. pursuant to article 17, section 1 of the European Market Abuse Regulation (596/2014).