



PRESS RELEASE

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Accell Group announces appointment new CEO

HEERENVEEN (The Netherlands), 14 JULY 2017 – Accell Group N.V. today announces that the Supervisory Board intends to appoint Ton Anbeek as Chief Executive Officer (CEO) and Chairman of the Board of Directors as of 1 November 2017. Mr. Anbeek is currently CEO of Beter Bed Holding N.V. As CEO of Accell Group, Mr. Anbeek will be responsible for the implementation of the refined strategy Accell Group announced earlier this year.

Ab Pasma, Chairman of the Supervisory Board of Accell Group: *“We are very pleased that we have found Ton Anbeek willing to join Accell Group as its new CEO. Ton Anbeek has experience in the field of marketing, sales, retail and omni-channel e-commerce. His experience combined with his personal integrity and leadership style make him very suitable to head Accell Group.”*

Ton Anbeek (1962) studied Business Administration at Rotterdam’s Erasmus University and Organisational Psychology at Utrecht University. He started his professional career in 1987 at Unilever, where he held various positions in marketing and sales at various operating companies in the Netherlands and abroad. These positions included Global Marketing Director for all Unilever fabric softener brands and Managing Director Unilever Mahgreb S.A. (Libya, Tunisia, Algeria, Morocco and Mauretania). In early 2007, he joined Koninklijke Auping B.V. in Deventer as the company’s General Director. In early 2010, Ton Anbeek was appointed CEO of Beter Bed Holding N.V.

The Supervisory Board intends to formally appoint Ton Anbeek as CEO and Chairman of the Board of Directors once the company’s shareholders have been officially informed of the proposed appointment. To this end, Accell Group will hold an extraordinary meeting of shareholders in October 2017. Following his appointment, the Board of Directors will have four members: Ton Anbeek (CEO), Hielke Sybesma (CFO), Jeroen Snijders Blok (COO) and Jeroen Both (CSCO).

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

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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), Lapiere (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 2016, Accell Group sold around 1.5 million bicycles and recorded profitable turnover of over € 1 billion.
www.accell-group.com

For further information:

Accell Group N.V.

Ab Pasman (Chairman of the Supervisory Board), phone: (+31) (0)513638701

Website: www.accell-group.com