

Uden, The Netherlands, 29 March 2017

Publication of 2016 Annual Report and announcement of the AGM of Beter Bed Holding

Beter Bed Holding N.V. is publishing its annual report for the financial year 2016 today on its website www.annualreportbeterbedholding.com. Both a PDF and an Eco version are available on this website.

The Annual General Meeting of Beter Bed Holding N.V. will take place on Thursday, 18 May 2017 at 14.00 hours CET at the Hilton Hotel, Apollolaan 138 in Amsterdam (The Netherlands). The agenda for the AGM and the notice are available on www.beterbedholding.com.

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 web shops through the formats:

- 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.
- Sängjätten, located in Sweden.
- Literie Concorde, located in France.

The retail formats ensure products of good quality, offer customers the best advice and always 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, Spain, Austria, Switzerland, France, Sweden and the United Kingdom.

The current total number of stores is 1,206. In 2016, the company achieved net revenue of € 410.5 million. 66.4% of this figure was realised outside the Netherlands.

Beter Bed Holding has been listed on the Euronext Amsterdam since December 1996 and its shares (BBED NL0000339703) have been included in the AScX Index.

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Hard at work on a good night's rest