

## Ahold Delhaize announces appointment of Selma Postma as President of Peapod

*Zaandam, the Netherlands, November 8, 2018* – Ahold Delhaize announces today that Selma Postma has been appointed to the role of Brand President of Peapod, effective January 1, 2019.

Selma joins the Peapod brand after a career of almost two decades at Albert Heijn, the leading food retailer in the Netherlands and one of Ahold Delhaize's great local brands. Since 2014, Selma was General Manager of Albert Heijn Online, where she helped to accelerate online sales to more than 20% annually. Her teams also led the transformation of Albert Heijn into an omnichannel retailer by optimizing ah.nl and the popular mobile app "Appie", and developing solutions such as voice assistance, delivery subscriptions and more.

Frans Muller, President & CEO Ahold Delhaize, said: "I'm very excited to see Selma take up this important role at Peapod, one of our great local brands and the leading U.S. online grocer, as we are stepping up efforts to further accelerate U.S. ecommerce growth. Her deep knowledge of food retail and online expertise make Selma the right person to lead Peapod into the next phase. Selma's appointment is a testimonial to the deep talent pool within Ahold Delhaize and it shows how we can share best practices and knowledge across the group."

### Cautionary notice

This communication includes forward-looking statements. All statements other than statements of historical facts may be forward-looking statements. Words and expressions such as: are stepping up, (further) accelerate, lead into the next phase or other similar words or expressions are typically used to identify forward-looking statements.

Forward-looking statements are subject to risks, uncertainties and other factors that are difficult to predict and that may cause actual results of Koninklijke Ahold Delhaize N.V. (the "Company") to differ materially from future results expressed or implied by such forward-looking statements. Such factors include, but are not limited to, the risk factors set forth in the Company's public filings and other disclosures. Forward-looking statements reflect the current views of the Company's management and assumptions based on information currently available to the Company's management. Forward-looking statements speak only as of the date they are made and the Company does not assume any obligation to update such statements, except as required by law.

For more information:

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Ahold Delhaize is one of the world's largest food retail groups and a leader in both supermarkets and e-Commerce. Its family of great, local brands serves more than 50 million customers each week in Europe, the United States, and Indonesia. Together, these brands employ more than 370,000 associates in more than 6,500 grocery and specialty stores and include the top online retailer in the Benelux and the leading online grocers in the Benelux and the United States. Ahold Delhaize brands are at the forefront of sustainable retailing, sourcing responsibly, supporting local communities



and helping customers make healthier choices. Headquartered in Zaandam, the Netherlands, Ahold Delhaize is listed on the Euronext Amsterdam and Brussels stock exchanges (ticker: AD) and its American Depositary Receipts are traded on the over-the-counter market in the U.S. and quoted on the OTCQX International marketplace (ticker: ADRNY). For more information, please visit [www.aholddelhaize.com](http://www.aholddelhaize.com).



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