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PRESS RELEASE

Accell Group to sell fitness activities

Heerenveen (the Netherlands), 22 July 2014 – Accell Group N.V. announces that it has reached agreement with investors regarding the sale of its fitness activities. The transaction is expected to have a limited impact on Accell Group's result in 2014.

René Takens, Chairman and CEO of the Board of Directors of Accell Group: *“Over the past few years we constantly adapted the fitness organization to the continued challenging market environment for these specific products, sharply reducing the amount of working capital required in the process. This ultimately created the basis for the activities to be transferred to investors. The scale of the fitness activities had become too small for Accell Group to allow them to remain part of the group. And so it is good that there are now investors who are willing to take over the selling of fitness equipment and that the transaction will have a limited impact on the Accell Group results.”*

Tunturi Fitness BV develops and supplies home fitness equipment and accessories. The products are manufactured by third parties. The brand is known for its distinctive Scandinavian design and innovative technical features.

The activities will be continued independently at the present location in the Dutch city of Almere, where the company is based. The equipment is supplied to dealers in the Netherlands, Belgium and Germany, and to distributors in 30 countries. One such distributor is Tunturi Hellberg Oy, a Finnish subsidiary of Accell Group. Tunturi Hellberg Oy will continue as the distributor for Scandinavia for the new company, Tunturi New Fitness BV.

Over the past few years Accell Group has kept various options open for its relatively small-scale fitness operations. Where possible the organization has been adapted and the costs brought in line with declining turnover levels. The spin-off of Tunturi Fitness BV, which will continue under the new name of Tunturi New Fitness BV, provides the company with new opportunities.

The transfer of the Tunturi Fitness BV assets and staff to the acquiring party is expected to take place on 1 August 2014. A number of operating liabilities will be repaid at the time of the transfer. Furthermore, given that the bulk of fitness turnover is generated in the second half of the year, Accell Group will miss out on a positive contribution to its operating result. The impact on the operating result of Accell Group and the repayment of the liabilities combined are expected to amount to no more than € 1 million. On the other hand the transaction will have a positive impact on the Accell Group cash flow. Fitness turnover was around € 18 million in 2013. Tunturi Fitness BV employs 32 staff.

Accell Group will report its results for the first half of 2014 on Friday, 25 July 2014.

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About Accell Group

Accell Group N.V. ("Accell Group") focuses internationally on the mid-range and higher segments of the market for bicycles, bicycle parts and accessories and fitness equipment. 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 in terms of revenue. Accell Group's best known brands are Batavus (NL), Sparta (NL), Koga (NL), Loekie (NL), Ghost (Ger), Haibike (Ger), Winora (Ger), Raleigh and Diamondback (UK, US, Canada), Lapierre (Fr), Tunturi (Fi), Atala (IT), Redline (US) and XLC (international).

Accell Group and its subsidiaries employ approximately 2,900 people worldwide in eighteen countries. The company has production facilities in the Netherlands, Germany, France, Hungary, Turkey and China. Products of Accell Group are sold in more than seventy countries. The headquarters of the company are located in Heerenveen (the Netherlands). The Accell Group shares are traded on the official market of NYSE Euronext in Amsterdam and included in the Amsterdam Midcap index (AMX). In 2013 Accell Group realized a profitable revenue of € 849.0 million.

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