



Investor Relations policy

Beter Bed Holding N.V. (the “Company”) aims to keep private and institutional investors informed by providing investors with equal and simultaneous information on the Company’s performance and prospects. In doing so, The Company engages with shareholders and other investors (together called “investors”) and analysts in formal meetings as well as outside such meetings.

Events organised by the Company open to analysts and investors shall be announced in advance on the Company’s corporate website (www.beterbedholding.com). Invited analysts and investors are given the opportunity to follow the meetings by telephone or virtually. Presentations given during these meetings – if any – shall be posted on the Company’s corporate website.

If inside information is disclosed during a meeting or conference call, this information shall be made public without delay. The Company shall not disclose inside information during bilateral contacts with analysts or investors.

The Company considers each and every reasonable request for contact seriously, and will determine - at its sole discretion - whether it will accept invitations from its shareholders, or parties representing shareholders, to engage in a dialogue.

The Company is committed to a corporate governance structure that best suits its business and stakeholders.