

Notice

Extraordinary

General Meeting

Beter Bed Holding N.V.

Thursday, 16 December 2021 at 10.00 hours CET

Shareholders and other persons with voting rights of Beter Bed Holding N.V. are invited to the Extraordinary General Meeting, to be held on Thursday, 16 December 2021 at 10.00 hours CET

Agenda

1. Opening
2. Proposal to reappoint Mr A.J.G.P.M. Kruijssen as member of the Management Board (voting item)
3. Announcements
4. Any other business
5. Closing

The agenda with explanatory notes are available on the Company's website www.beterbedholding.com, and will also be available for inspection at the offices of ABN AMRO Bank N.V. ('ABN AMRO'), Gustav Mahlerlaan 10, 1082 PP in Amsterdam (The Netherlands). A copy of these documents can be digitally requested on working days at ABN AMRO Bank N.V. (T: +31 (0)20 628 6070, E: AVA@nl.abnamro.com).

Virtual attendance in view of COVID-19

Due to the continued presence of COVID-19 (Corona virus) in the Netherlands, and on the basis of the Temporary Law COVID-19 Justice and Safety, shareholders can only virtually attend the Extraordinary General Meeting ("EGM") through a live webcast, without the option to participate in person.

Registration date

In accordance with applicable statutory provisions, those persons will be entitled to vote at and/or attend this EGM who on 18 November 2021, after processing all additions and deletions as of that date (the 'registration date'), have those rights and are entered as such in the register or sub register designated for that purpose by the Management Board.

Voting

Shareholders can exercise their voting rights at the EGM by giving a proxy with voting instruction to Mr M. van Agt, civil law notary in Amsterdam (or his substitute, a deputy civil law notary at Loyens & Loeff N.V.) to vote on behalf of the shareholders. All shareholders are requested to submit an electronic proxy, including a voting instruction through www.abnamro.com/evoting. We have set the deadline for submitting such instructions until **9 December 2021 by 17.00 hours CET**. The intermediaries must issue an electronic statement to ABN AMRO latest on **10 December 2021 by 13.00 hours CET** via www.abnamro.com/intermediary stating the number of shares that the shareholder holds at the registration date and submitted for registration.

Virtual attendance

Due to the continued presence of COVID-19 (Corona virus) in the Netherlands, and on the basis of the Temporary Law COVID-19 Justice and Safety Beter Bed Holding N.V. (“**BBH**”) will provide shareholders the opportunity to attend the entire meeting via the internet, therefore online and remote with their own smartphone, tablet or personal computer.

BBH is inviting shareholders to submit up to five questions in relation to the agenda items prior to the meeting. Shareholders are invited to address any such questions to the Company Secretary by email bbholding@beterbed.nl by **13 December before 17.00 hours CET**, hereby including their name and shareholder’s certificate number, which can be obtained from their bank. BBH may bundle questions and/or postpone answering questions if answering the number of questions exceeds the time frame of the EGM.

There is also a possibility to submit follow-on questions during the EGM for shareholders who submitted questions in accordance with the procedure set forth above. The Company will provide the opportunity for a virtual Q&A session for these shareholders. Such Q&A session will take place after the voting item. Specific directions on how to ask a question will be provided at the EGM.

Shareholders who have voted by electronic proxy with voting instruction will receive proof of voting by email or post, in which the procedure to follow the live webcast shall be specified.

Shareholders are requested to log in and complete the admission procedure as indicated in the proof of vote before 10.00 hours CET on the day of the meeting.

BBH is monitoring the COVID-19 situation closely, and is bound by any further measures imposed by the Dutch government. BBH will inform its shareholders by means of a notice on the website if and as soon as the Dutch government makes it known that the Temporary Law COVID-19 Justice and Safety will not be extended and it will therefore no longer be possible to hold the EGM virtually. BBH advises shareholders to regularly check the Company’s website www.beterbedholding.com for any further updates. If necessary, all shareholders will be informed without undue delay through our website before the EGM dated 16 December 2021.

Uden, 4 November 2021

Beter Bed Holding N.V. / Management Board