



## PRESS RELEASE

*Uden, The Netherlands, 20 June 2016*

### **Beter Bed Holding successfully completes the acquisition of Sängjätten**

Beter Bed Holding announces the successful completion of the acquisition of Sängjätten. This leading Swedish value-for-money retailer in box springs, beds and bed textiles has 16 own stores in Sweden, 50 employees and annual revenue of approximately € 10 million. The company also has a franchise network with nine stores at its disposal. The acquisition concerns the assets of the company.

#### **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 webshops through the formulas:

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

The retail formulas ensure products of good quality, offer better advice than their competitors and always offer 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, Austria, Switzerland, Spain and France.

The current total number of stores is 1,185. In 2015, the company achieved net revenue of € 385.4 million. 70.1% of this figure was realised outside the Netherlands.

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

#### **For more information:**

Ton Anbeek  
Chief Executive Officer  
+31 (0)413 338819  
+31 (0)6 53662838  
[ton.anbeek@beterbed.nl](mailto:ton.anbeek@beterbed.nl)

Bart Koops  
Chief Financial Officer  
+31 (0)413 338819  
+31 (0)6 46761405  
[bart.koops@beterbed.nl](mailto:bart.koops@beterbed.nl)