



PRESS RELEASE

Uden, The Netherlands, 21 March 2016

Publication of 2015 Annual Report and announcement of the Annual General Meeting of Beter Bed Holding N.V.

Beter Bed Holding N.V. is publishing its annual report for the financial year 2015 today on its website www.annualreportbeterbedholding.com. Both a PDF version and an eco version are available on this website.

The Annual General Meeting of Beter Bed Holding N.V. will take place on Thursday, 19 May 2016 at 14.00 hours CET at the Hilton Hotel, Apollolaan 138 in Amsterdam (The Netherlands).

The agenda for the AGM and the notice are available on www.beterbedholding.com on 7 April 2016.

Profile

Beter Bed Holding is a European retail organisation that strives to offer its customers a comfortable and healthy night's sleep every night at an affordable price. The company does this through its retail 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.

The retail formulas ensure products of good quality, offer better advice to customers 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.

In 2015, the company achieved net revenue of € 385.4 million with a total of 1,159 stores. 70.1% of this figure was realised outside the Netherlands.

Beter Bed Holding N.V. is a listed company and its shares have been included in the AScX Index of Euronext Amsterdam since December 1996.

For more information:

Ton Anbeek

Chief Executive Officer
+31 (0)413 338819
+31 (0)6 53662838
ton.anbeek@beterbed.nl

Bart Koops

Chief Financial Officer
+31 (0)413 338819
+31 (0)6 46761405
bart.koops@beterbed.nl