



PRESS RELEASE

Uden, The Netherlands, 22 June 2016

DBC (M Line) launches alliance with Dreams (UK)

- **M Line will be available in 133 stores in the United Kingdom from end June 2016**

DBC, a subsidiary of Beter Bed Holding, has announced that it is partnering with bed and mattress specialist Dreams. Dreams will stock the M Line range in 133 of its stores, nationwide. M Line is strengthening its position in the European bedding market through this strategic alliance.

Chief Executive Officer Ton Anbeek:

'We are delighted to announce the alliance with Dreams. This fits in perfectly with our European expansion strategy. M Line will gain access to the UK market through its sophisticated range of high-quality mattresses.'

Dreams was founded in 1985 and has been one of the United Kingdom's leading bedding specialists for more than 30 years. For more information, visit www.dreams.co.uk.

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 web shops through the formats:

- 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 formats 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, France and the United Kingdom.

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.

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