

Notice Extraordinary General Meeting of Beter Bed Holding N.V.

*Shareholders and other persons with voting rights of Beter Bed Holding N.V. are invited to the Extraordinary General Meeting, to be held on **Tuesday, 11 September 2018 at 2:00 p.m. CET at the headquarters of Beter Bed Holding N.V., Linie 27, Uden (The Netherlands).***

AGENDA

1. Opening.
2. Proposal to appoint Mr H.G. van den Ochtend as Statutory Director in the position of CFO.
3. Any other business and closure.

The agenda including notes is available on www.beterbedholding.com and for review at the offices of ABN AMRO Bank N.V. ('ABN AMRO'), Gustav Mahlerlaan 10, 1082 PP in Amsterdam (The Netherlands). The agenda can be requested free of charge on working days from ABN AMRO Bank N.V. (T +31 (0)20 344 2000, E corporate.broking@nl.abnamro.com).

Record date

In accordance with applicable statutory provisions, those persons will be entitled to vote at and/or attend this meeting who on 14 August 2018 after processing of all additions and deletions as of that date (the 'record date'), have those rights and are entered as such in a register or sub register designated for that purpose by the Management Board.

Registration to vote

Holders of bearer shares wishing to attend the meeting can register to do so in writing from 15 August 2018 to no later than 4 September 2018, before 5:00 p.m. CET via their intermediary or via ABN AMRO, email: www.abnamro.com/evoting. To that end the intermediary concerned is required to submit a statement to ABN AMRO not later than on 5 September 2018 at 11:00 a.m. CET through www.abnamro.com/intermediary to the effect that the shares concerned will continue to be registered in the holder's name in its records up to and including the record date.

Holders of bearer shares who have registered in accordance with the above procedure will receive proof of registration by email or post, which will serve as admittance card for the meeting. Valid proof of identity may be required to be allowed to enter the meeting.

Holders of registered shares and holders of a pledge or right of usufruct on registered shares can communicate their intention to attend the meeting in writing to the Management Board of the company at the aforesaid address from 15 August 2018 to no later than 4 September 2018, before 5:00 p.m. CET. When registering, intermediaries are requested to list the full address of the shareholders in question. This ensures that the company can efficiently verify share ownership on the record date.

Voting by proxy

Shareholders that are unable to attend the meeting can submit an electronic proxy appointment, including a voting instruction, through www.abnamro.com/evoting no later than 4 September 2018, before 5:00 p.m. CET. Shareholders that do not have the opportunity to submit an electronic proxy appointment may also submit this appointment in writing. The Management Board must, notwithstanding the above, have received the written proxy appointment no later than 4 September 2018, before 5:00 p.m. CET.

Registration and identification at the meeting

Registration for admission to the extraordinary meeting will take place from 01:30 p.m. CET until the start of the meeting at 02:00 p.m. CET. After this time registration is no longer possible. Persons entitled to attend the meeting may be asked for identification prior to being admitted by means of a valid identity document, such as a passport or driver's license.

Uden, 27 July 2018
Beter Bed Holding N.V. / Management Board