

*Shareholders and other persons with voting rights of Beter Bed Holding N.V. are invited to the Annual General Meeting, to be held on Wednesday, **13 May 2020 at 14.00 hours CET at Banning Advocaten, Spinhuiswal 2, 's-Hertogenbosch (The Netherlands)**. Shareholders are requested to attend the meeting virtually via the internet.*

The agenda with explanatory notes, as well as the annual report 2019, the financial statements 2019 and other relevant documents are available on the Company's website www.beterbedholding.com and are also 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 free of charge be requested on working days at ABN AMRO Bank N.V. (T: +31 (0)20 344 2000, E: corporate.broking@nl.abnamro.com).

Remote participation strongly requested in view of COVID-19

In view of the measures taken by the Dutch government as well as our own measures to protect the health and safety of all our stakeholders in response to COVID-19 (coronavirus), shareholders are strongly requested not to attend the Annual General Meeting in person, but to virtually attend the Annual General Meeting through a live webcast.

Registration date

In accordance with applicable statutory provisions, those persons will be entitled to vote at and/or attend this Annual General Meeting who on 15 April 2020, 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

Due to the orders imposed by the Dutch government in light of the COVID-19 (coronavirus), Beter Bed Holding N.V. feels obliged to limit the way shareholders will be able to exercise their voting rights in order to ensure the health and safety of its shareholders as well as board members. Therefore the **only way** shareholders can exercise their voting rights at the Annual General Meeting **is by giving a proxy and voting instruction. All** shareholders should submit an electronic proxy, including a voting instruction through www.abnamro.com/evoting. We have extended the deadline for submitting such instructions until **11 May 2020 by 17.00 hours CET**. Shareholders that do not have the opportunity to electronically submit a voting instruction, may also submit a voting instruction in writing for the attention of the Management Board. Notwithstanding the above, the Management Board must have received the written proxy **no later than 11 May 2020, before 17.00 hours CET**.

Virtual attendance

Beter Bed Holding N.V. wishes to assist its shareholders to attend its Annual General Meeting virtually by providing an adequate opportunity to follow the proceedings of the meeting throughout the meeting. Shareholders can attend the entire meeting via the internet, therefore online and remote with their own smartphone, tablet or personal computer. Shareholders attending the meeting virtually will however not be able to speak or otherwise comment during the meeting.

Beter Bed Holding N.V. 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 e-mail bbholding@beterbed.nl by 4 May 2020 **before 17.00 hours CET**, hereby including their name and shareholder's certificate number, which can be obtained from their bank. Beter Bed Holding N.V. may bundle questions and/or postpone answering questions if answering the number of questions exceeds the time frame of the Annual General Meeting.

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 must log in and complete the admission procedure as indicated in the proof of vote before 14.00 hours CET on the day of the meeting. After this time registration is no longer possible; shareholders who log in afterwards will only have access to the live stream to follow the meeting.

Beter Bed Holding's policy regarding the Hybrid General Meeting can be found online on the Company's website.



Registration and identification at the meeting

Registration for admission to the Annual General Meeting will take place from 13.30 hours CET until the commencement of the Annual General Meeting at 14.00 hours CET. After this time, registration for admission is no longer possible. Persons entitled to attend the meeting (virtually) may be requested to identify by means of a valid identity document prior to being admitted.

Again, Beter Bed Holding N.V. strongly requests its shareholders not to attend the Annual General Meeting in person. Shareholders who nonetheless wish to attend the meeting in person are requested to send an email to the Company Secretary at bbholding@beterbed.nl by **4 May 2020, before 17.00 hours CET** with their motivation to attend the meeting in person, including the number of ordinary shares that the holder in question holds on the registration date and that the holder registered for voting.

Beter Bed Holding N.V. advises people 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 Annual General Meeting dated 13 May 2020. We apologise for the inconvenience, but believe that under the current circumstances this procedure is in the best interest of all stakeholders involved.

Uden, 1 April 2020
Beter Bed Holding N.V. / Management Board