



## PRESS RELEASE

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### Beter Bed Holding acquires BettenMax in Austria

- **BettenMax is a leading Austrian discount mattress and bed textiles retailer.**
- **BettenMax has 18 stores in retail parks in Austria.**
- **The acquisition of BettenMax makes Beter Bed Holding market leader in Austria and provides national coverage in the country.**

Beter Bed Holding announces that it has reached an agreement for the acquisition of BettenMax GmbH ('BettenMax'). BettenMax is a leading Austrian discount mattress and bed textiles retailer with 18 stores in Austria, 50 employees and an annual revenue of approximately € 5 million.

**Ton Anbeek, Chief Executive Officer:**

*'The acquisition of BettenMax fits in perfectly with our strategy to become market leader in the value-for-money segment in Austria. This will make Beter Bed Holding one of the largest players in the Austrian market and provide national coverage.'*

The BettenMax formula corresponds with Matratzen Concord's business model and retail format, which will consequently make it possible to achieve operational, commercial and financial synergy. The number of Matratzen Concord stores in Austria will increase to 86 as a result of this acquisition. The BettenMax stores will be converted to the Matratzen Concord store concept over the next months.

Beter Bed Holding will finance the acquisition from its own resources. The annual normalised operating profit of the 18 BettenMax stores in relation to revenue is expected to be above the average of Matratzen Concord's activities in Austria. The acquisition is expected to be finalised early November 2015.

**Profile**

Beter Bed Holding N.V. operates in the European bedroom furnishings market. Its activities include retail trade through a total of 1,135 stores at the end of September 2015 that operate via the chains Beter Bed (active in the Netherlands and Belgium), Matratzen Concord (active in Germany, Switzerland and Austria), El Gigante del Colchón (active in Spain) and Beddenreus (active in the Netherlands). Beter Bed Holding is also active in the field of developing and wholesaling branded products in the bedroom furnishing sector in the Netherlands, Germany, Belgium, Spain, Austria and Switzerland via its subsidiary DBC International.

Beter Bed Holding N.V. achieved net revenue of € 364.0 million in 2014. Approximately 70% of the group's net revenue is realised outside the Netherlands. The company has been listed on the NYSE Euronext Amsterdam since 1996 and is included in the Amsterdam Small Cap Index.

*On behalf of Beter Bed Holding N.V.*

*Ton Anbeek,  
Chief Executive Officer*

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Chief Financial Officer*

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