

Statement from JAB Luxury GmbH on the Announced Acquisition of Belstaff Group by INEOS

JAB Luxury GmbH issued the following statement today regarding the announced acquisition of Belstaff Group by INEOS:

“JAB is very pleased to be handing Belstaff’s reins to INEOS, a great, growing company with the passion, desire and vision to further the company’s success,” said Peter Harf, Senior Partner at JAB Luxury. “Having invested in Belstaff and watched its brand grow over the last five years, we are confident that INEOS is the best possible steward for the company, and we trust the company’s next chapter will see both growth and well-deserved recognition for its iconic brand and talented team.”

The acquisition and transfer of ownership is targeted to complete within the fourth quarter of this year, subject to the receipt of regulatory approvals.

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About JAB

JAB Holding Company and JAB Consumer Fund invest in companies with premium brands, attractive growth and strong margin dynamics in the Consumer Goods category. Both JAB Holding Company and JAB Consumer Fund are overseen by its three Senior Partners, Peter Harf, Bart Becht (Chairman) and Olivier Goudet (CEO).

Together, JAB Holding Company and JAB Consumer Fund have controlling stakes in Keurig Green Mountain, a leader in single-serve coffee and beverage technologies, Panera Bread, an American bakery-café operator, Jacobs Douwe Egberts (JDE), the largest pure-play FMCG coffee company in the world, Peet's Coffee & Tea, a premier specialty coffee and tea company, Caribou Coffee Company, a specialty retailer of high-quality premium coffee products, Einstein Noah Restaurant Group, Inc., a leading company in the quick-casual segment of the restaurant industry, Krispy Kreme Doughnuts, a global specialty retailer and wholesaler of premium-quality sweet treats, and in Espresso House, the largest branded coffee shop chain in Scandinavia.

JAB Holding Company is also the largest shareholder in Coty Inc., a global leader in beauty, and owns a controlling stake in luxury goods company Bally as well as a minority stake in Reckitt Benckiser PLC, a global leader in health, hygiene and home products. For more information, please visit the company's website at: <http://www.jabholco.com>.