

JAB Holding Company Prices Offering of Senior Notes

LUXEMBOURG (May 25, 2021) — JAB Holding Company s.à r.l. (“JAB Holding Company”) announced today that its indirect, wholly-owned subsidiary, JAB Holdings B.V. (the “Issuer”), has priced its offering of \$500,000,000 aggregate principal amount of 3.750% senior notes due 2051 (the “Notes”) in a private offering that is exempt from the registration requirements of the Securities Act of 1933, as amended (the “Securities Act”).

The Notes will be fully and unconditionally guaranteed by JAB Holding Company. The Notes priced at 99.447% of the principal amount thereof, which will result in aggregate gross proceeds of \$497,235,000. The offering is expected to close on or about May 28, 2021, subject to customary closing conditions.

The Issuer intends to use the net proceeds from the offering of the Notes for general corporate purposes, including to retire existing debt.

The Notes will be offered (a) to persons reasonably believed to be both (i) qualified institutional buyers pursuant to Rule 144A under the Securities Act and (ii) qualified purchasers as defined in Section 2(a)(51)(A) of the Investment Company Act of 1940, as amended (the “Investment Company Act”) and (b) outside the United States to persons other than “U.S. persons” as defined in Rule 902 under the Securities Act in offshore transactions in compliance with Regulation S under the Securities Act. The Notes have not been registered under the Securities Act and may not be offered or sold in the United States without registration or an applicable exemption from the registration requirements.

This press release does not constitute an offer to sell or the solicitation of an offer to buy any securities, nor will there be any sale of the securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration, qualification or exemption under the securities laws of any such state or other jurisdiction.

About JAB Holding Company

JAB Holding Company invests in consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. Together with JAB Consumer Fund, JAB Holding Company is the largest shareholder of Keurig Dr Pepper, a leader in the North American beverage market, and has controlling stakes in JDE Peet’s, the largest pure-play fast-moving consumer goods coffee company in the world; NVA, one of the world’s largest animal care services platforms; Krispy Kreme Doughnut, a global leader in doughnuts and other premium-quality sweet treats; Panera Bread, a leading bakery-café company; Pret A Manger, a leading company in the ready-to-eat food market; Caribou Coffee Company, a specialty retailer of high-quality premium coffee products; Einstein Noah Restaurant Group, the leader in the North American bagel category; 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 luxury goods company Bally.

Forward-Looking Statements

Certain statements contained herein are “forward-looking statements” within the meaning of applicable securities laws and regulations. These statements are often, but not always, made through the use of words or phrases such as “may,” “might,” “should,” “could,” “predict,” “potential,” “believe,” “expect,” “continue,” “will,” “anticipate,” “seek,” “estimate,” “intend,” “plan,” and “would,” or the negative version of those words or other comparable words or phrases of a future or forward-looking nature. These forward-looking statements have been based on JAB Holding Company’s current views with respect to future events and the timing of this notes offering and the use of the proceeds therefrom. These forward-looking statements are subject to a number of risks and uncertainties including prevailing market conditions, as well as other factors. Forward-looking statements represent JAB Holding Company’s estimates and assumptions only as of the date that they were made. JAB Holding Company does not undertake any duty to update the forward-looking statements, and the estimates and assumptions associated with them, after the date of this release, except to the extent required by applicable law.

Contacts

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