

## **JAB Announces Opening New Investment Office in Amsterdam**

*JAB Holdings B.V. expands operations in The Netherlands; Registered Office will be located at the following address as of September 23, 2019*

**JAB Holdings B.V.  
Piet Heinkade 55  
1019 GM AMSTERDAM**

AMSTERDAM – September 23, 2019 – JAB today announced the opening of a new office in Amsterdam to accommodate its expanding operations in the Netherlands. JAB Holdings B.V.'s operations in the Netherlands have gradually expanded over the years to manage and oversee the strategic direction and financial performance of its growing investment portfolio. JAB Holdings B.V. has also issued public bonds listed on the Euro MFT Market of the Luxembourg Stock Exchange.

“The Netherlands has always been an important business location for JAB. Acorn Holdings, our global beverage platform with controlling interests in Keurig Dr Pepper, Jacobs Douwe Egberts (JDE) and Peet's Coffee & Tea, is established in the Netherlands, together with JDE's global headquarters. JAB also has a controlling interest in Coty, which has recently announced to relocate management headquarters to Amsterdam as well. The opening of our new office in Amsterdam is an important milestone for our growing team of professionals managing JAB's investments from the Netherlands”, said Mr. Goudet, JAB Managing Partner and CEO.

The registered office of JAB Holdings B.V. (incorporated as private limited liability company with its corporate seat in Amsterdam, the Netherlands) will move from Oosterdoksstraat 80, 1011 DK, Amsterdam to Piet Heinkade 55, 1019 GM, Amsterdam, the Netherlands, as of September 23, 2019.

### *About JAB Holding Company*

JAB Holding Company and JAB Consumer Fund, both of which are jointly managed by the same group of managing partners, invest in consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency.

Together, JAB Consumer Fund and JAB Holding Company have controlling stakes in Keurig Dr Pepper, a leader in the North American beverage market, Jacobs Douwe Egberts (JDE), the largest pure-play FMCG coffee company in the world, Panera Bread, a leading bakery- cafe company, Pret A Manger, a leading company in the ready-to-eat food market, 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., the leader in the North-American bagel category, Krispy Kreme Doughnuts, a global leader in doughnuts and other premium-quality sweet treats, and in Espresso House, the largest branded coffee shop chain in Scandinavia, and Compassion First, a family of well-known and respected specialty, emergency and general practice veterinary hospitals across the United States.

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. For more information, please visit the company's website at: <http://www.jabholco.com>. For media requests, please contact [media@jabse.eu](mailto:media@jabse.eu)