

**JAB Announces Early Results of its Cash Tender Offer for a Portion of its 2.200% Senior Notes Due 2030**

LUXEMBOURG (October 2, 2023) —JAB Holding Company s.à r.l. (“JAB Holding Company”) announced today the results, as of 5:00 p.m., New York City time, on September 29, 2023 (the “Early Tender Date”) of the previously announced cash tender offer (the “Tender Offer”) of its indirect, wholly-owned subsidiary, JAB Holdings B.V. (the “Company”), to purchase a portion of its outstanding 2.200% Senior Notes due November 23, 2030 (the “Notes”). Pursuant to the terms and conditions of the Tender Offer, the Company will purchase and retire \$200.0 million aggregate principal amount of the Notes for approximately \$160.6 million cash consideration on October 3, 2023 (the “Early Settlement Date”).

As previously disclosed in the Offer to Purchase, dated September 18, 2023 (the “Offer to Purchase”), because the aggregate principal amount of the Notes validly tendered and not validly withdrawn at the Early Tender Date exceeded the previously announced tender cap, the Company will accept for purchase the Notes on a prorated basis using a single proration factor of approximately 66.58%.

Holders whose Notes are accepted for purchase will receive the “Total Consideration” of \$795 for each \$1,000 principal amount of such Notes on the Early Settlement Date. In addition to the Total Consideration, holders will receive accrued and unpaid interest on the Notes accepted for purchase from the most recent payment of semi-annual interest preceding the Early Settlement Date to, but not including, the Early Settlement Date.

The complete terms and conditions of the Tender Offer are set forth in the Offer to Purchase. Holders are urged to read the Offer to Purchase carefully. The Company will not accept for purchase any Notes tendered by holders after the Early Tender Date and any Notes tendered and not accepted for purchase will be promptly returned to the tendering holder.

The Company has engaged MUFG Securities (Europe) N.V. to act as Dealer Manager for the Tender Offer. Persons with questions regarding the Tender Offer should contact MUFG Securities (Europe) N.V. collect at +1 (212) 405-7481 or toll-free at +1 (877) 744-4532 (U.S.) and +33 1 70 91 42 55 (Europe). Requests for documents should be directed to D.F. King & Co., Inc., the Information Agent and Tender Agent for the Tender Offer, at (212) 269-5550 (for banks and brokers) or (866) 620-9554 (for noteholders) or by email at [JAB@dfking.com](mailto:JAB@dfking.com).

This press release is for informational purposes only and is not an offer to buy or a solicitation of an offer to sell any security. The Tender Offer is being made pursuant to the Tender Offer documents, including the Offer to Purchase that the Company is distributing to holders. The Tender Offer is not being made to holders in any jurisdiction in which the making or acceptance thereof would not be in compliance with the securities or other laws of such jurisdiction. None of the Company or its affiliates, their respective boards of directors, the trustee for the Notes, the

Dealer Manager or the Information Agent and Tender Agent is making any recommendation as to whether or not holders should tender their Notes in the Tender Offer.

### **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. JAB Holding Company is the largest shareholder of Keurig Dr. Pepper Inc., a leader in the North American beverage industry, and Krispy Kreme, Inc. a global leader in doughnuts and other premium-quality sweet treats. JAB Holding Company is also the controlling shareholder of Coty Inc., a global leader in beauty. Together with JAB Consumer Partners, JAB Holding Company is the controlling shareholder of JDE Peet's, one of the largest pure-play fastmoving consumer goods coffee company in the world; National Veterinary Associates, one of the world's largest animal care services platforms; Independence Pet Group, a leading provider of pet insurance in North America; Pinnacle Pet Group, a leading provider of pet insurance in Europe; Panera Brands Inc., one of the world's largest fast casual restaurant companies, which includes Panera Bread, Caribou Coffee and Einstein Bros. Bagels; Pret A Manger, a leading company in the ready-to-eat food market; and Espresso House, the largest branded coffee shop chain in Scandinavia. JAB Holding Company also 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 are based on JAB Holding Company's current views with respect to future events and the timing of the Tender Offer. 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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