

Press release

Uden, the Netherlands, 21 September 2023

Beter Bed Best Webshop of the Netherlands for the 6th time

Beter Bed, part of Beter Bed Holding N.V. - the Netherlands' largest sleep specialist in retail, wholesale and B2B - has again won a prestigious retail award. At the ABN AMRO head office in Amsterdam, Beter Bed won the 'ABN AMRO Best Webshop Award' in the 'Bedroom Furnishings' category. From 11 May to up and including 27 July, 162.000 consumers voted for their favourite webshop and retail chain. This is the sixth time that Beter Bed has been chosen as the best webshop in the Bedroom Furnishings category.

Thijs Nootenboom responsible for e-commerce at Beter Bed: *"Winning the 'ABN AMRO Best Webshop Award' by Beter Bed is a confirmation that we know how to give substance to our 'Sleep better, live better' philosophy also online. With an increasingly personal approach, we also know how to provide customers with the best advice online."*

Overall awards ceremony

After winning this award, Beter Bed has yet more honours to gain. On 2 November, the overall ABN AMRO Best Webshop award will be presented.

Competition

The 'Retail Chain of the Year' competition is an initiative of retail expert Q&A Insights & Consultancy. ABN AMRO is the main sponsor. Consumers rate their favourite shops and webshops on matters such as price, product range, expertise, information provision and service. Shops and webshops from a wide range of sectors take part in the competition. Participation provides interesting insights into consumer ratings.

For further information

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About Beter Bed Holding

Beter Bed Holding (BBH) is the Netherlands' leading sleep specialist in retail, wholesale and B2B.

Our mission is simple. *We believe that the better we sleep, the **happier, healthier and more productive** we are. And we won't rest until everyone gets the high-quality sleep they deserve.*

Listed on Euronext Amsterdam, BBH operates the successful retail brands Beter Bed, Beddenreus, the new subscription brand Leazzy and the digital organisation LUNEXT. In addition, through its subsidiary DBC International, BBH has a wholesale business in branded products in the bedroom furnishings sector, which includes the well-known international brands M line and Simmons.

With 4 distribution centres, a fleet of 80 vehicles, 130 stores, a fast-growing online presence, and a wholesale company our team of over 1,000 dedicated employees generated € 229.4 million revenue in 2022.

Providing expert sleep advice is at the very heart of our strategy, and thanks to our revolutionary 'Beter Slapen ID' tool, our sleep consultants help customers to get the perfect night's sleep. BBH is proud that M line is the official sleep supplier of AFC Ajax, TeamNL, Jumbo-Visma, NOC*NSF and the KNVB.