



# PRESS RELEASE

Amsterdam, July 21, 2025

## JDE Peet's share buyback periodic update July 21, 2025

JDE Peet's (EURONEXT: JDEP), the world's leading pure-play coffee company, today announced that it has repurchased 190,991 shares in the period from July 14, 2025 up to and including July 18, 2025.

The shares were repurchased at an average price of EUR 24.08 per share for a total consideration of EUR 4.6 million. These repurchases were made as part of the EUR 250 million share buyback programme [announced on March 3, 2025](#).

The total number of shares repurchased under this programme to date is 4,473,320 ordinary shares for a total consideration of EUR 88.0 million. More details on the progress of the buyback programme are available [here](#).

This press release is issued in connection with the disclosure and reporting obligation set out in Article 2(3) of the EU Regulation 2016/1052 that contains technical standards for buyback programmes.

###

### Enquiries

#### Media

Khaled Rabbani  
+31 20 558 1735  
[Media@JDEPeets.com](mailto:Media@JDEPeets.com)

#### Investors & Analysts

Robin Jansen  
+31 6 1594 4569  
[IR@JDEPeets.com](mailto:IR@JDEPeets.com)

### About JDE Peet's

JDE Peet's is the world's leading pure-play coffee company, serving approximately 4,400 cups of coffee per second in more than 100 markets, with a portfolio of strong iconic brands including Peet's, L'OR, Jacobs, Douwe Egberts, Kenco, Pilao, OldTown, Super and Moccona. In 2024, JDE Peet's generated total sales of EUR 8.8 billion and employed a global workforce of more than 21,000 employees. Read more about our journey towards a coffee for every cup and a brand for every heart at [www.jdepeets.com](http://www.jdepeets.com).

