PRESS RELEASE

Amsterdam, August 25, 2025

JDE Peet's share buyback periodic update August 25, 2025

JDE Peet's (EURONEXT: JDEP), the world's leading pure-play coffee company, today announced that it has repurchased 230,025 shares in the period from August 18, 2025 up to and including August 22, 2025.

The shares were repurchased at an average price of EUR 26.60 per share for a total consideration of EUR 6.1 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 5,477,094 ordinary shares for a total consideration of EUR 113.5 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.

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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.