



# PRESS RELEASE

Amsterdam, March 31, 2025

## JDE Peet's share buyback periodic update March 31, 2025

JDE Peet's (EURONEXT: JDEP), the world's leading pure-play coffee and tea company, today announced that it has repurchased 39,679 shares in the period from March 24, 2025 up to and including March 28, 2025.

The shares were repurchased at an average price of EUR 19.80 per share for a total consideration of EUR 0.8 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 3,416,760 ordinary shares for a total consideration of EUR 63.2 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 and tea company, serving approximately 4,400 cups of coffee or tea per second. JDE Peet's unleashes the possibilities of coffee and tea in more than 100 markets, with a portfolio of over 50 brands including L'OR, Peet's, Jacobs, Senseo, Tassimo, Douwe Egberts, OldTown, Super, Pickwick 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 and tea for every cup at [www.jdepeets.com](http://www.jdepeets.com).

