



PRESS RELEASE

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Accell Group receives a non-binding offer from Pon Holdings

HEERENVEEN (THE NETHERLANDS), 11 APRIL 2017 - In anticipation of market rumours, Accell Group announces that it has received a non-binding, conditional proposal from Pon Holdings to combine Accell Group with its own bicycle activities. The proposal concerns a public offer for all issued and outstanding shares of Accell Group at an indicative offer price of € 32.72 per share in cash, including the 2016 proposed dividend of € 0.72.

In response to the proposal Accell Group is having exploratory discussions with Pon Holdings. The Supervisory Board and Executive Board of Accell Group are carefully reviewing and considering all aspects of the proposal, together with their financial and legal advisors. Accell Group will take into account the interests of all its stakeholders.

There can be no assurance any transaction will result from these discussions.

Further announcements will be made if and when appropriate.

This is a public announcement by Accell Group N.V. pursuant to section 17 paragraph 1 of the European Market Abuse Regulation (596/2014). This public announcement does not constitute an offer, or any solicitation of any offer, to buy or subscribe for any securities in Accell Group N.V.

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About Accell Group

Accell Group focuses internationally on the mid-range and higher segments of the market for bicycles and bicycle parts and accessories. The company has leading positions in the Netherlands, Belgium, Germany, Italy, France, Finland, Turkey, the United Kingdom and the United States. In Europe, Accell Group is market leader in the bicycle market measured in turnover. Accell Group's best known brands are Haibike (Germany), Winora (Germany), Batavus (Netherlands), Sparta (Netherlands), Koga (Netherlands), Lapierre (France), Ghost (Germany), Raleigh and Diamondback (UK, US, Canada), Tunturi (Finland), Atala (Italy), Redline (US), Loekie (Netherlands) and XLC (international). Accell Group and its subsidiaries employ approximately 3,000 people in eighteen countries worldwide. The company has production facilities in the Netherlands, Germany, France, Hungary, Turkey and China. Accell Group products are sold in more than seventy countries. The company's head office is located in Heerenveen (the Netherlands). Accell Group shares are traded on the official market of Euronext Amsterdam and are included in the Amsterdam Small Cap index (AScX). In 2016, Accell Group sold around 1.5 million bicycles and recorded profitable turnover of over € 1 billion. www.accell-group.com

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