

PRESS RELEASE

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ACCELL GROUP ACQUIRES US-BASED MOBILE SERVICE COMPANY BEELINE BIKES

HEERENVEEN (THE NETHERLANDS), 28 March 2018 – Accell Group N.V. today announces the increase of its minority stake in Beeline Bikes to 100%. Beeline Bikes (www.beelinebikes.com) is a pioneering mobile bike service company based on a franchise concept that delivers a turn-key sales, service and data collection solution tailored for Independent Bicycle Dealers (IBD's) in North America. The acquisition perfectly fits Accell Group's strategy to offer mobile bike services as part of its consumer centric omni-channel model. Financial terms of the transaction are not disclosed.

Five years ago, Beeline Bikes was launched in Silicon Valley. The company delivers a seamless consumer experience from online purchase to the home delivery of ready-to-ride bikes. Accell Group will focus on rapidly growing the Beeline Bikes footprint in North America, which will support existing and future franchise partners as they seek to build dominant businesses in their respective markets. The acquisition furthers the focus on supporting IBD's to best serve today's connected consumer by offering a consistent, convenient, and remarkable experience buying and servicing a bike. Beeline Bikes will have direct access to the brands and resources of Accell Group's North American business as it grows its franchise network in the coming years. In addition, the acquisition offers Accell Group the opportunity to bring Beeline Bikes to Europe.

Ton Anbeek, CEO of Accell Group: "To win locally in the North American market our strategy will focus on the needs and wishes of consumers through a true omni-channel approach. We want to empower IBD's to serve cyclists the way they research and buy today – across multiple channels. We have been partnering with Beeline Bikes for quite a while and have found that their mobile model and technology platform offer highly attractive synergies with the traditional brick and mortar channels. Beeline Bikes enables us to offer expansion to our IBD partners; it brings convenience, high-touch service, and an experiential and data-driven solution that rapidly expands our consumer reach while bolstering value to our growing franchise network in North America. This acquisition is a clear case of 1+1=3."

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ABOUT ACCELL GROUP

Accell Group N.V. 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 2017, Accell Group sold around 1.3 million bicycles and recorded profitable turnover of over € 1 billion. www.accell-group.com

Not for publication

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AGENDA

25 April 2018	General Meeting of Shareholders
20 July 2018	Publication interim results

TRANSPARENCY DIRECTIVE

For the purposes of the Transparency Directive of the European Union (Directive 2004/109/EC, revised), Accell Group N.V.'s home member state is the Netherlands.

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.