



PRESS RELEASE

10 June 2021

CSCO JEROEN BOTH LEAVES ACCELL GROUP

HEERENVEEN (THE NETHERLANDS). The Supervisory Board of Accell Group N.V. announces that by mutual consent Jeroen Both has stepped down as Chief Supply Chain Officer (CSCO) and member of the Board of Management and will leave Accell Group at the end of December of this year. The Supervisory Board has initiated the search for a successor who will be responsible for further development of Accell Group's supply chain and operations.

*'Jeroen has been instrumental in setting up and bringing the organisation of our supply chain and operations to where it stands today. He has done this with great passion and commitment' said **Rob ter Haar, Chairman of the Supervisory Board of Accell Group.** 'We are grateful to Jeroen for his significant contribution and dedication to Accell Group for many years. Jeroen leaves Accell with a strong platform from which to accelerate and further grow. On behalf of all at Accell Group, we wish Jeroen all the best in his future endeavours.'*

Jeroen Both, CSCO: *'After six years as CSCO and having been in charge of and managing Accell Group's central supply chain organisation, this is a logical moment to hand over my tasks. I am proud of all our accomplishments as a team, which have enabled Accell to substantially better leverage its scale over the past few years. I want to thank all of my colleagues as well as our suppliers. It was a privilege to work with them and I will pass on the torch in full confidence.'*

Until a successor is appointed, Ton Anbeek, CEO of Accell Group, will take on the CSCO responsibilities.

ABOUT ACCELL GROUP

We believe cycling moves the world forward. We design simple and smart solutions in order to create a fantastic cycling experience for everyone who uses our bikes. Accell Group makes bicycles, bicycle parts and accessories. We are the European market leader in e-bikes and second largest in bicycle parts and accessories, with numerous leading European bicycle brands under one roof. These brands were built by pioneers for whom the best was not good enough. We still embody the entrepreneurial spirit of those family businesses to this day. We keep pushing ourselves to create high-quality, high performance, cutting-edge products driven by the continuous exchange of know-how and craftsmanship. Well-known bicycle brands in our portfolio include Haibike, Winora, Ghost, Batavus, Koga, Lapierre, Raleigh, Sparta, Babboe and Carqon. XLC is our brand for bicycle parts and accessories. Accell Group employs approximately 3,100 people across 15 countries. Our bikes and related products are sold to dealers and consumers in more than 80 countries. In 2020, we sold around 897 thousand bicycles and recorded a turnover of € 1.3 billion. www.accell-group.com

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This press release contains information that qualifies or may qualify as inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation (596/2014/EU).
