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**Announcement of Launch of a Consent Solicitation Relating to Our Previously Announced Recapitalization Transaction**

**Amsterdam, February 24, 2026**

Maxeda DIY Holding B.V. (the “**Issuer**”, and together with its subsidiaries, “**Maxeda**” or “**Group**”) is pleased to announce the launch of a consent solicitation (the “**Consent Solicitation**”) with holders (the “**Noteholders**”) of its 5.875% Senior Secured Notes due 2026 (the “**Notes**”) relating to its recapitalization transaction announced on January 30, 2026 (the “**Transaction**”).

The Consent Solicitation is being launched as contemplated under the framework agreement between, among others, the Issuer and Noteholders representing 95.09% of the aggregate outstanding principal amount of the Notes, dated as of January 30, 2026 (the “**Framework Agreement**”). The Framework Agreement was announced in a press release issued by the Issuer dated January 30, 2026. The Noteholders who have signed or acceded to the Framework Agreement have agreed to support the Transaction and, among other things, vote in favour of the Consent Solicitation.

The full details of the Transaction and the Consent Solicitation are provided in the consent solicitation statement dated as of the date hereof (the “**Consent Solicitation Statement**”) distributed by the Issuer and made available to Noteholders by the Consent Solicitation Agent. Terms used but not otherwise defined in this announcement shall have the meaning assigned to them in the Consent Solicitation Statement.

Eligibility to Participate. The Consent Solicitation is directed only to those Noteholders who are (i) “qualified institutional buyers” (as that term is defined in Rule 144A under the U.S. Securities Act of 1933, as amended (the “**U.S. Securities Act**”)) or (ii) holders who are outside the United States transacting in an offshore transaction in accordance with Regulation S under the U.S. Securities Act (and if they are resident in any member state of the European Economic Area (“**EEA**”), they are not “retail investors” in the EEA or if they are resident in the United Kingdom, they are not “retail investors” in the United Kingdom and, if located in or a resident of Belgium, they are not “consumers” (*consument/consommateur*) within the meaning of the Belgian Code of Economic Law (*Wetboek van economisch recht/Code de droit économique*) of February 28, 2013, as amended from time to time)) (each such Noteholder, an “**Eligible Holder**”). Only Noteholders who are Eligible Holders are authorized to receive and review the Consent Solicitation Statement and to participate in the Consent Solicitation.

Implementation. The Transaction is subject to satisfaction or (as applicable) waiver of certain Settlement Conditions including, amongst others, receiving consents to the Proposed Amendments from Noteholders holding or beneficially owning at least 90% of the aggregate principal amount of the Notes then outstanding (the “**Requisite Consents**”), and as further described in the Consent Solicitation

Statement. If the Requisite Consents are obtained, the Issuer and the Trustee will, at a convenient time as soon as practicable after the time at which the Issuer certifies to the Trustee that the Required Consents have been received (the “**Effective Time**”), enter into a supplemental indenture to implement the Proposed Amendments, and, subject to the satisfaction or (as applicable) waiver of the Settlement Conditions, the Issuer will implement the Transaction as described in the Consent Solicitation Statement on the Settlement Date.

Initial Submission Deadline. Notwithstanding the Expiration Time, Noteholders are strongly encouraged to submit their Electronic Consent Instructions by 12:00 p.m. London time on March 13, 2026.

Expiration Time. 12:00 p.m. London time on March 23, 2026, unless otherwise extended, re-opened, amended or earlier terminated as provided in the Consent Solicitation Statement and associated documents or as required by law.

The Issuer may, in its discretion, extend, re-open, or amend the Consent Solicitation and/or waive any Settlement Condition (to the extent permitted by law) or terminate the Consent Solicitation at any time, in whole or in part. In the event of a termination of the Consent Solicitation, the Electronic Consent Instructions with respect to any Notes held through a Clearing System (including the blocking instructions) with respect to such Notes will be released on the terms set forth in the Consent Solicitation Statement. If the Issuer decides to extend the Expiration Time or re-open the Consent Solicitation, the Issuer will announce any extensions or re-openings by press release or other permitted means no later than 9:00 a.m. London time on the first Business Day immediately following the previously scheduled Expiration Time.

Withdrawal. An Eligible Consenting Noteholder may revoke its consents to the Transaction by validly submitting a Withdrawal Notice, in accordance with the terms of the Consent Solicitation Statement, prior to (but not on or after) the Effective Time. On and following the Effective Time, consents to the Transaction can no longer be revoked except as described in the Consent Solicitation Statement or as required by law. Noteholders should be aware that the Effective Time may occur prior to the Expiration Time.

The Consent Solicitation Statement will be made available to all Eligible Holders through the Consent Solicitation Agent:

### **Kroll Issuer Services Limited**

Address: The News Building • Level 6, 3 London Bridge Street • London SE1 9SG • UK

Attention: Maxeda Transaction Team

Email address: maxeda@is.kroll.com

Website: <https://deals.is.kroll.com/maxeda>

### **About Maxeda**

Maxeda DIY Group is the largest DIY retailer in the Benelux with Praxis in the Netherlands and Brico and BricoPlanit in Belgium and Luxembourg. These retail chains are represented by 334 stores, both owned and in franchise form. Maxeda DIY Group has more than 6,400 employees.

### **Disclaimer**

*This release does not constitute an offer to sell or the solicitation of an offer to buy any securities, nor will there be any sale of securities referred to in this announcement, in any jurisdiction, including the United States, in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. Securities may not be offered or sold in the*

*United States absent registration under the U.S. Securities Act of 1933, or an exemption from registration.*

*The Consent Solicitation is directed only to those Noteholders who are Eligible Holders.*

*This release contains “forward-looking” information. The forward-looking information is based upon certain assumptions about future events or conditions and is intended to illustrate hypothetical results under those conditions. Actual events or conditions are unlikely to be consistent with, and may materially differ from, those assumed. Any views or opinions expressed in this release (including statements or forecasts) constitute the judgement of the Issuer as of the date of this material and are subject to change without notice. You are cautioned not to place undue reliance on any forward-looking information.*

*Any projections or forecasts in this release are illustrative only and have been based on the estimates and assumptions when the Issuer’s business plan was prepared. Such estimates and assumptions may or may not prove to be correct. These projections do not constitute a forecast or prediction of actual results and there can be no assurance that the projected results will actually be realized or achieved. Actual results may depend on future events which are not in the Issuer’s control and may be materially affected by unforeseen economic or other circumstances.*