

## **JAB ACQUIRES MONDELEZ'S STAKE IN JDE PEET'S AND DISTRIBUTES SHARES TO OUTSIDE INVESTORS TO SIGNIFICANTLY INCREASE FREE FLOAT**

LUXEMBOURG, 21 October 2024 – JAB today announced that it agreed to acquire Mondelez's (Nasdaq: MDLZ) 86 million shares in JDE Peet's (EURONEXT: JDEP) for €25.10 per share. Additionally, JAB has distributed shares of JDE Peet's to more than 70 limited partners of JAB Consumer Partners (JCP), significantly increasing the free float of JDE Peet's. This is the final distribution of JDE Peet's shares to JCP investors.

In aggregate, JAB distributed 43 million shares, representing 9% of the total issued and outstanding share capital of JDE Peet's, increasing the free float to 32%. Following the aforementioned transactions, JAB's stake in JDE Peet's will have increased to 68%.

"These transactions represent a major milestone for JDE Peet's, which is now a more widely held blue chip company," said Joachim Creus, JAB Managing Partner, Vice Chairman, and CEO. "JAB has strong conviction in the resilience of the global coffee sector and the long-term value creation prospects of JDE Peet's. We are fully committed to remaining an anchor shareholder of the world's leading pure-play coffee and tea company."

### **About JAB**

JAB is an investment holding company that invests in insurance and consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics, and proven resiliency. JAB is the anchor shareholder of Keurig Dr Pepper Inc., a leader in the North American beverage industry, and Krispy Kreme, Inc., a global leader in freshly delivered doughnuts. JAB is also the controlling shareholder of Coty Inc., a global leader in beauty, and JDE Peet's, the world's leading pure-play coffee and tea company. Together with JAB Consumer Partners, JAB is the controlling shareholder of National Veterinary Associates, one of the world's largest animal care services platforms; Independence Pet Holdings, a leading provider of pet insurance in North America; Pinnacle Pet Group, a leading provider of pet insurance in Europe; Panera Brands Inc., one of the largest fast casual restaurant companies in the United States, which includes Panera Bread, Caribou Coffee and Einstein Bros. Bagels; Pret A Manger, a global leader in the ready-to-eat fresh food market; and Espresso House, the largest branded coffee shop chain in Scandinavia.

### **Media Contact**

Zach Siegel for JAB  
[zach@the193.com](mailto:zach@the193.com)

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