

Press release

Tilburg, december 17, 2015

Homefashion Group BV (Kwantum) officially no longer part of Macintosh Retail Group.

The consultation procedure with the works council has been completed successfully and has been reported and accepted by the Authority for Consumers & Markets. As from today, Homefashion Group BV (mainly known for its brand 'Kwantum') is officially no longer part of the Macintosh Retail Group.

According to Managing Director Rob Berns, this takeover will strengthen the market position of Homefashion Group. "it allows us to extend our other formulas. Our aim is to make enjoyable and contemporary living accessible to everyone."

The Dutch and Flemish Kwantum formulas have been adapted to the customer demand for a multichannel approach. A truly integrated multichannel approach to customer service is key. As a result, Kwantum (known for their lowest price guarantee) now offers many additional customer services. "The new principle of our formula is 'do it yourself or have it serviced'. This way, we are meeting the demands of our consumers. A major part of our consumers already use our services to customize their curtains, hang their blinds or install their floor.

About Homefashion Group

Homefashion Group is owner of the brands Kwantum Nederland, Kwantum België and Benesto. The company owns a total of 109 stores in both the Netherlands and Flanders. 35 Million consumers visit these stores and associated websites annually. Homefashion Group employs over 1700 people. As a Dutch holding company for international home retail formats, Homefashion Group is market leader in flooring, wall and window decoration. 1 out of 4 Dutch window treatments is delivered by Homefashion Group. This market leadership is partially owed to Kwantum's service operator Benesto, which delivers associated services at home.

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