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3 February 2015

Lucas Bols IPO priced at €15.75 per share

Trading on Euronext Amsterdam expected to commence on 4 February

Amsterdam, the Netherlands - Lucas Bols Holding B.V. ("Lucas Bols" or the "Company"), a 440 year old leading global spirits player, today announces that the ordinary shares offered in the initial public offering ("IPO" or the "Offering") of Lucas Bols on Euronext Amsterdam have been priced at €15.75 per ordinary share (the "Offer Price").

Offering highlights

- Price per ordinary share sold in the IPO of €15.75 gives Lucas Bols a market capitalisation of €196 million
- The IPO was well oversubscribed at the Offer Price
- Pursuant to the Offering, 8,104,191 ordinary shares have been allotted, leading to a total offering size of €128 million, assuming no exercise of the over-allotment option
- The Company will issue 7,999,191 new ordinary shares resulting in gross proceeds to Lucas Bols of €126 million and (senior) management will sell 105,000 existing ordinary shares
- In addition, the Joint Global Coordinators have been granted an over-allotment option of up to 15% of the total number of ordinary shares sold in the IPO, pursuant to which the Joint Global Coordinators may require AAC Capital and several GSC funds under the management of Black Diamond Capital Management LLC to sell at the Offer Price up to 1,215,628 existing ordinary shares in the aggregate
- Conditional trading in the ordinary shares (on an "as-if-and-when-delivered" basis) on Euronext Amsterdam is expected to commence on 4 February 2015 at 09.00 CET
- This press release also serves as a pricing statement and has been deposited with the Dutch Authority for the Financial Markets (Stichting Autoriteit Financiële Markten; "AFM"). The press release is also available on the Company's website.

Huub van Doorne, CEO Lucas Bols: *"We are delighted that so much interest was shown by the investor community in this IPO. We are excited to be back on the Amsterdam stock exchange and to enter this next phase together with our new shareholders. We look forward to executing our international growth strategy and further strengthening our position as the worlds' leading cocktail authority."*

The Offering

The total number of ordinary shares allotted pursuant to the Offering is 8,104,191 (assuming no exercise of the over-allotment option), consisting of 7,999,191 new ordinary shares and 105,000 existing ordinary shares offered by DreamSpirit B.V. and LB2 B.V., entities owned by (senior) management, such existing ordinary shares corresponding to 10% of each of their holdings. DreamSpirit B.V. and LB2 B.V. will use the proceeds from the Offering to repay financing and related costs incurred in connection with their investment in the shares in the 2006 buy-out.

The Offering has been made to the public in the Netherlands and to certain qualified investors in various other jurisdictions pursuant to Regulation S under the US Securities Act of 1933 as amended (the "Securities Act") and in the United States to qualified institutional buyers pursuant to Rule 144A under the Securities Act. Approximately 20% of the Offering is allocated to retail investors in the Netherlands.

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The post IPO free float is 64.9%, assuming no exercise of the over-allotment option. Following closing and settlement of the Offering, the total number of issued and outstanding ordinary shares of Lucas Bols is 12,480,329¹.

The Company intends to use the net proceeds of the Offering to partially repay the outstanding amounts under the existing credit facilities and to fully redeem the outstanding preference shares. Any remaining amount of the net proceeds will be used for general corporate purposes.

Kempen & Co and Rabobank are the Joint Global Coordinators and Joint Bookrunners for the IPO.

Over-allotment option

An over-allotment option of up to 15% of the total number of ordinary shares sold in the IPO has been granted to the Joint Global Coordinators, pursuant to which the Joint Global Coordinators may require (i) AAC Capital to sell at the Offer Price up to 1,085,428 existing ordinary shares and (ii) several GSC funds under the management of Black Diamond Capital Management LLC to sell at the Offer Price up to 130,200 existing ordinary shares. The over-allotment option can be exercised to cover short positions resulting from any over-allotments made in connection with the IPO. If the over-allotment option is exercised in full, the free float will be 74.7%¹.

Listing and trading

There is currently no public market for the ordinary shares of Lucas Bols. Application has been made to list all ordinary shares under the symbol "BOLS" on Euronext Amsterdam. Conditional trading in the ordinary shares (on an "as-if-and-when-delivered" basis) is expected to commence 4 February 2015, at 09.00 CET. Delivery of the shares and the start of unconditional trading is expected to take place on 6 February 2015, at 09.00 CET.

This press release has been prepared in accordance with section 5:18 of the Dutch Financial Supervision Act (*Wet op het financieel toezicht*), has been deposited with the AFM and is, subject to applicable securities law restrictions, available on the website of Lucas Bols (www.lucasbols.com) or on the website of the AFM (www.afm.nl). Printed copies are available at the registered office of Lucas Bols.

Prospectus

For more information about Lucas Bols and the IPO we refer to the prospectus dated 20 January 2015, copies of which may, subject to applicable securities law restrictions, be obtained free of charge by contacting Kempen & Co by e-mail (kas@kempen.nl) or in writing (Kempen & Co, attn. Operational Services, Beethovenstraat 300, 1077 WZ Amsterdam). The prospectus is also, subject to applicable securities law restrictions, available on the website of Lucas Bols (www.lucasbols.com) or on the website of the AFM (www.afm.nl).

¹ Including 64,138 (depository receipts of) ordinary shares issued in connection with the Extraordinary Share Award, assuming an issue price equal to the Offer Price. The (depository receipts of) ordinary shares issued in connection with the Extraordinary Share Award will be subject to a retention period of three years during which the holder cannot dispose of these (depository receipts of) shares and are issued at a 13.5% discount.

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For press images: www.lucasbols.com/press/press-kit-downloads

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IMPORTANT LEGAL INFORMATION

This document includes forward-looking statements that reflect the Company's current views with respect to the future events and financial and operational performance of the Company and its subsidiaries (the "Group"). These statements contain the words "anticipate", "believe", "intend", "estimate", "expect", "may", "plan", "should", "could", "aim", "target", "might" and words of similar meaning. The forward-looking statements are based on the Company's beliefs, assumptions and expectations regarding future events and trends that affect the Group's future performance, taking into account all information currently available to the Group, and are not guarantees of future performance. These beliefs, assumptions and expectations can change as a result of possible events or factors, not all of which are known to the Company or are within the Company's control. If a change occurs, the Group's business, financial condition, liquidity, results of operations, anticipated growth, strategies or opportunities may vary materially from those expressed in, or suggested by, these forward-looking statements. In addition, the forward-looking estimates and forecasts reproduced in this document from third-party reports could prove to be inaccurate. A number of important factors could cause actual results or outcomes to differ materially from those expressed in any forward-looking statement as a result of risks and uncertainties facing the Group. Any forward-looking statements made by or on behalf of the Group speak only as of the date they are made, and, the Company nor any of its Group companies assumes any obligation to publicly update or revise any forward-looking statements, whether as a result of new information or for any other reason.

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The securities mentioned herein have not been registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States absent registration or an exemption from the registration requirements of the Securities Act. The Company does not intend to register any part of the offering in the United States or to conduct a public offering of securities in the United States. Any offering of securities will be made by means of a prospectus that may be obtained from the issuer or selling security holder and that will contain detailed information about the Company and management, as well as financial statements.

The Company has not authorised any offer to the public of Shares in any Member State of the European Economic Area other than the Netherlands. With respect to any Member State of the European Economic Area, other than the Netherlands, and which has implemented the Prospectus Directive (each a "Relevant Member State"), no action has been undertaken or will be undertaken to make an offer to the public of Securities requiring publication of a prospectus in any Relevant Member State. As a result, the Shares may only be offered in Relevant Member States (i) to any legal entity which is a qualified investor as defined in the Prospectus Directive; or (ii) in any other circumstances falling within Article 3(2) of the Prospectus Directive. For the purpose of this paragraph, the expression "offer of securities to the public" means the communication in any form and by any means of sufficient information on the terms of the offer and the Shares to be offered so as to enable the investor to decide to exercise, purchase or subscribe for the Shares, as the same may be varied in that Member State by any measure implementing the Prospectus Directive in that Member State and the expression "Prospectus Directive" means Directive 2003/71/EC (and amendments thereto, including Directive 2010/73/EU, to the extent implemented in the Relevant Member State), and includes any relevant implementing measure in the Relevant Member State.

This document does not constitute a prospectus within the meaning of the Dutch Financial Markets Supervision Act (Wet op het financieel toezicht) and does not constitute an offer to acquire securities. Any offer to acquire Shares will be made, and any investor should make his investment, solely on the basis of information that will be contained in the prospectus to be made generally available in the Netherlands in connection with such offering. When made generally available, copies of the

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prospectus may be obtained at no cost from the Company or through the website of the Company, subject to certain regulatory restrictions.

In the United Kingdom, this communication is only being distributed to, and is only directed at, and any investment or investment activity to which this communication relates is available only to, and will be engaged in only with, “qualified investors” (as defined in section 86(7) of the Financial Services and Markets Act 2000) (i) who are persons having professional experience in matters relating to investments who fall within the definition of “investment professionals” in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”); or (ii) who are persons falling within Article 49(2)(a) to (d) (“high net worth companies, unincorporated associations, etc.”) of the Order, or other persons to whom it may otherwise be lawfully communicated (all such persons together being referred to as “relevant persons”). Persons who are not relevant persons should not take any action on the basis of this communication and should not act or rely on it.