



COOLBLUE DECIDES TO POSTPONE THE INTENDED IPO UNTIL FURTHER NOTICE

Rotterdam, the Netherlands – 13 October 2021 7.00u CET. Coolblue N.V. (currently Mondhoekie B.V.) (the "Company" and together with its subsidiaries "Coolblue"), a leading and fast-growing ecommerce company operating in the Netherlands, Belgium, and Germany, has decided together with its shareholders to postpone the intended initial public offering (the "IPO" or the "Offering") and listing of its ordinary shares on Euronext Amsterdam until further notice.

Pieter Zwart, Coolblue CEO and Founder

"Today, we decided to postpone the intended IPO until further notice. The current market conditions create uncertainty among investors towards IPOs in particular in the ecommerce space. As entrepreneurs, we are confident we're on the right track.

I would like to thank everyone at Coolblue and HAL for all the work that has gone into the preparations over the past period. Together, we remain fully committed to pursue our strategy and continue the successful Coolblue journey."

Dutch quote:

"Vandaag hebben we besloten de voorgenomen beursgang tot nader order uit te stellen. De huidige onzekerheid in de financiële markten zorgt ervoor dat investeerders terughoudend zijn ten opzichte van beursgangen in de ecommerce. Wij als ondernemers hebben het volste vertrouwen in onze huidige koers.

De afgelopen maanden is door heel veel mensen ontzettend hard gewerkt aan alle voorbereidingen, en wij waren er klaar voor. En daar wil ik iedereen heel hard voor bedanken. Niet alleen Coolblue'ers, maar ook de mensen van HAL.

Als grootaandeelhouders blijven we doen waar we goed in zijn, aandelen houden. Samen gaan we er gewoon het aller aller allerbeste jaar van maken in Nederland, België en Duitsland."

ENQUIRIES

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ABOUT COOLBLUE

Coolblue is a leading and fast-growing e-commerce company operating in the Netherlands, Belgium, and Germany. With our relentless focus on NPS and EBITDA, we create structural competitive advantages by building leading customer journeys for over 1,100 products. We have an integrated online offering, via our website, the app, our own delivery & installation service, in-house customer service employees, and own physical stores. From our 88,000 square metres energy-positive warehouse, we deliver products to our customers' homes with our blue Coolblue vans and environmentally friendly CoolblueBikes. With over 6,000 Coolblue'ers we exceed customer expectations every single day. In 2020, Coolblue achieved a turnover of 2 billion euros, with an NPS of 68 and an EBITDA of 114 million euros.

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