

POLICY ON BILATERAL CONTACTS WITH SHAREHOLDERS

1. Introduction

This policy on bilateral contacts with shareholders (the "**Policy on Bilateral Contacts with Shareholders**") has been drawn up and adopted by the board (*bestuur*) (the "**Board**") of Ariston Holding N.V. (the "**Company**") pursuant to best practice provision 4.2.2 of the Dutch Corporate Governance Code (the "**Dutch Code**") on 28 October 2021.

2. Scope

- 2.1. This Policy on Bilateral Contacts with Shareholders sets out the arrangements on the bilateral contacts with shareholders of the Company.
- 2.2. The Company is committed to maintaining an open and constructive dialogue with its shareholders and analysts. The Company aims to keep its shareholders and analysts updated by informing them equally, simultaneously, clearly and accurately about the Company's strategy, performance and other Company matters and developments that could be relevant to investors' decisions through meetings, presentations, conference calls, etc. as referred to in best practice provision 4.2.3. of the Dutch Code or otherwise.
- 2.3. The Company will act in accordance with applicable rules and regulations, including provisions on inside information, fair and non-selective disclosure and equal treatment of shareholders that are in the same position.
- 2.4. The Company is dedicated to providing high quality and timely information to all shareholders and analysts. Information will be made available on the Company's website: (www.aristongroup.com) and/or through press releases.

3. Contacts with shareholders and analysts

- 3.1. Conversations with shareholders and analysts, both in annual or extraordinary general meetings and on a bilateral basis outside of such general meetings, for example through investor calls, road shows, broker conferences etc., form an integral part of this dialogue. In addition, the Company will publish annual reports, semi-annual reports and trading updates (if any), elaborates on its financial results during (public) conference calls and will inform shareholders and analysts via its website and/or press releases.
- 3.2. Events and conference calls by the Company open to shareholders and analysts, and press conferences shall be announced in advance on the Company's website (www.aristongroup.com). All shareholders and analysts will be given the opportunity to follow the meetings in real time, by means of telephone or through the internet. Presentations given during these meetings, if any, shall be posted on the Company's website. These meetings and presentations will not take place shortly before the publication of annual and interim financial information.

- 3.3. The Board will determine at its sole discretion whether to accept invitations to engage in bilateral contacts with shareholders and analysts. The Company will take into serious consideration all reasonable requests from shareholders and analysts. The Company will take into account the interests of the Company and all stakeholders when deciding whether to enter into a bilateral conversation. The initiative to enter into a conversation with shareholders and analysts may also be taken by the Company.
- 3.4. In order to assess whether a conversation with shareholders and/or analysts could be in the interests of the Company and its stakeholders, the Company may request shareholders and/or analysts to provide certain (written) information prior to a bilateral conversation taking place. This information can include the objective of the conversation, the matters to be discussed, the opinion of the shareholders and/or analysts on these matters and information in respect of the shareholders and/or analysts and their interest in the Company.
- 3.5. The Company is committed to adhering to its legal obligations relating to confidentiality and the disclosure of inside information and strives to only disclose publicly available information in bilateral contacts. In the event that non-public inside information is inadvertently disclosed during any bilateral contact, the Company will publicly announce such information as prescribed by applicable law.
- 3.6. The Company will generally be represented by an executive director of the Board and the head of the investor relations department during these interactions, occasionally supplemented by members of the senior management team.
- 3.7. Bilateral meetings with (potential) shareholders will not be held during 'closed periods' as defined in the insider trading policy of the Company.

4. Contact

For any requests for contact with the Company or any questions about this Policy on Bilateral Contacts with Shareholders or in relation to the Company's shares, its strategy, activities or financial results, please contact our investor relations department at: investor.relations@ariston.com.

5. Miscellaneous

- 5.1. The Board may occasionally decide not to comply with this Policy on Bilateral Contacts with Shareholders, with due observance of applicable laws and regulations.
- 5.2. The Bilateral Contacts with Shareholders may be amended by the Board at any time.