

A barista in a blue apron is pouring coffee from a silver kettle into a glass cup. The background is a blurred coffee shop setting with various coffee-making equipment and a menu board.

JDE PEET'S

SHARE PURCHASE PLAN

Guide and FAQ

1 Introduction

***You can build your share ownership in JDE Peet's in order to share in our future success
through the share purchase plan***

In this guide you will find useful information about the JDE Peet's Share Purchase Plan (SPP) together with some Frequently Asked Questions (FAQs). Note that the conditions in this guide and the FAQs are relevant for all new investments under this plan from March 2023 Equity Window onwards, and do not apply to previous investments under the legacy JDE Share Purchase Plan.

The SPP is a key component of the JDE Peet's remuneration philosophy. The emphasis of JDE Peet's' remuneration philosophy is to encourage ownership, entrepreneurship and to reward the accomplishment of our ambitious goals.

In line with this philosophy, you have, as a leader within our organization, the opportunity to participate in the SPP. The SPP is only offered to our key managers (Global Leadership Team and Band E associates). If you decide to participate in the SPP and purchase Shares, you will become a shareholder in our Company, receive future dividends and participate in our future success.

The purpose of this guide and FAQs is to provide general guidance on how the Share Purchase Plan works.

If you have any questions not covered in this FAQ, please connect with your HR Business Partner, local Compensation & Benefits contact or the Global Rewards team.

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2 What is the Share Purchase Plan

The SPP offers you the opportunity to purchase Shares in JDE Peet's and subject to certain conditions receive one matching share from the Company for every three Shares that you purchase. These matching Shares are known as Investment Match RSUs. You will receive the Investment Match RSUs if you hold the Shares you purchase and remain employed by JDE Peet's for a minimum period of three years.

You are under no obligation to participate in the SPP – purchasing Shares is a personal investment decision.

When can I purchase Shares under the SPP?

There are two Equity Windows each year during which you can participate in the SPP: typically in March and September.

Prior to the opening of each Equity Window you will be invited to decide if you will personally invest in JDE Peet's and purchase Shares at the purchase price set for each Equity Window in order to receive Investment Match RSUs.

Practical information

The SPP is administered on behalf of JDE Peet's by an external provider through an online stock administration portal, currently Captin via [Portal | Captin](#). In case you are new to the program you will receive your log-in details for this portal via Captin following subscription.

Note that you do not need an existing account with Captin to participate in the SPP. You can elect to participate through the [Subscription form SPP](#) (see paragraph 3.8 for more information).

In the following section you will find the frequently asked questions on the SPP.

The SPP offers leaders in our business the opportunity to receive matching Shares and share in our future success.

This is a voluntary plan under which you choose whether to participate, and at what level, subject to the terms of the SPP. You are under no obligation to participate – purchasing Shares is a personal investment decision.

Frequently asked questions

3 Participating in the SPP

3.1 When can I purchase Shares?

There are two Equity Windows each year during which you can participate in the SPP to purchase Shares and become eligible for the Investment Match RSUs: generally in March and September.

Prior to the opening of each Equity Window you will be invited to decide whether you will invest in JDE Peet's and purchase Shares at the purchase price set for each Equity Window in order to receive Investment Match RSUs.

3.2 Is there an Investment Maximum?

There is an Investment Maximum under the SPP of 1.5 times your annual gross salary. The salary used for calculating your Investment Maximum is your annual gross salary as per the start of each Equity Window. If you work part-time, this will be your full-time equivalent annual salary. Any Shares over the Investment Maximum are not eligible for Investment Match RSUs.

Any previous Investments under the legacy JDE SPP or any outstanding RSUs under the Long-Term Incentive are not included in calculating the Investment Maximum.

3.3 Is there an Investment Minimum?

Yes, if you decide to participate, then the Investment Minimum amount per Equity Window is EUR 2,500. Participation in the SPP is voluntary.

3.4 What is the purchase price of a Share?

The purchase price of a Share is set at the opening of the Equity Window with reference to the market value of a JDE Peet's Share quoted on the Amsterdam Stock Exchange. It is calculated based on the average closing price during the 5 trading days immediately prior to the opening day of the Equity Window.

3.5 How often are the Shares valued?

JDE Peet's Shares are listed on the Amsterdam Stock Exchange (Euronext Amsterdam). Their value may therefore fluctuate on a daily basis.

Your portfolio view in the online stock administration portal will be showing the actual JDE Peet's share price.

3.6 Can I purchase Shares outside the Equity Window?

You can choose to purchase JDE Peet's Shares via your own personal securities account outside the SPP and at any point during the year, subject to our Insider Trading policy. Any such Shares are not eligible for Investment Match RSUs. It is not possible to purchase Shares outside the Equity Windows through the SPP.

Sale of your purchased shares is not restricted to the Equity Windows (see paragraph 5.2).

3.7 How many JDE Peet's Shares will I receive for my Investment?

The number of Shares you will receive will be calculated by dividing your Investment amount by the purchase price during the applicable Equity Window (see paragraph 3.4 on how the purchase price is calculated).

For example, if you decide to invest € 10,017 and the Share price for one Share is € 21, you would be able to purchase (€10,000/ € 21) 477 Shares; and receive 159 Investment Match RSUs.

There are no dealing charges when purchasing Shares under the SPP. In case you are exceeding the Investment Maximum you will only receive the JDE Peet's Shares (and corresponding Investment Match RSUs) for the amount up to the Investment Maximum. Funds above the Maximum will be transferred to the Euro account of your security account. Any costs of transferring the funds back to your bank account are for your account.

3.8 How can I transfer funds in order to participate in the SPP?

If you wish to participate in the SPP, you should follow the following steps:

1. Calculate the amount that you wish to invest under the SPP taking into account the Investment Maximum (1.5 times your annual gross salary)
2. You can purchase the JDE Peet's shares via the following subscription form:
[Subscription form SPP](#)

Note:

- you do not need log-in details to Captin's platform to purchase shares under the SPP through this subscription form.

- If you decide to invest, then the minimum investment amount is EUR 2,500.

3. After completing the subscription form, please transfer the amount you have elected to invest to the designated bank account:

Name: Stichting Administratiekantoor JDE

IBAN: NL36 FVLB 0226 5591 65

BIC: FVLBNL22

Please note that funds for the SPP purchases should be received in the bank account before the deadline communicated at the opening of each window. When you are transferring funds from outside the Netherlands, please allow additional time for international transfer and consider any transfer costs.

It is essential that you enter your full name and Employee ID in the description of the payment. Your Employee ID can be found on your access badge or in SuccessFactors under "biographical information -> person ID".

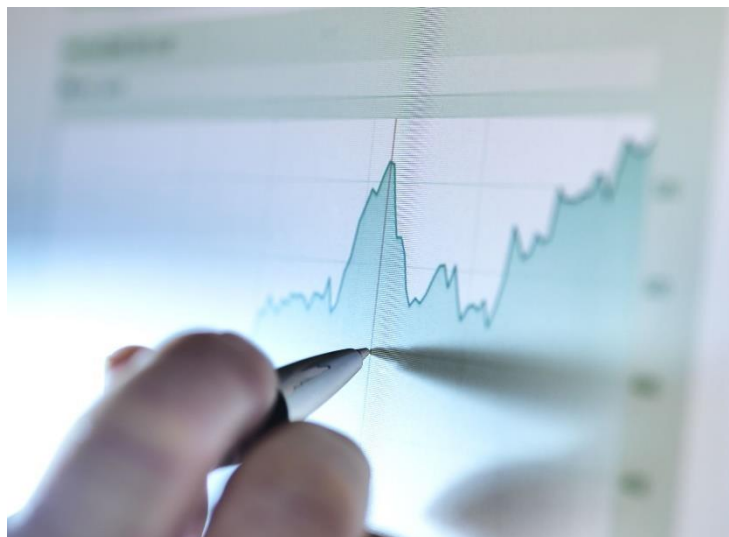
4. Once you have received confirmation of receipt of the funds, the number of JDE Peet's Shares are calculated. The JDE Peet's shares purchased will be visible in the online stock administration portal within 5 working days.

Note that any remaining difference of the Investment amount and the Shares purchased will be held on the account on your behalf until you wish to purchase more Shares at a later date or should you wish to sell your shares. You are only able to purchase Shares during an Equity Window and any unused funds are not interest-bearing. The funds can also be paid back to you on request to the stock administrator.

5. After the end of the Equity Window, we will calculate the number of Investment Match RSUs you are entitled to. Your personal page in the online stock administration portal under the tab "Your Portfolio" will be updated to show the final

number of Shares purchased in the respective Equity Window and any Investment Match RSUs awarded.

Note: In case you are new to the program you will receive your login details for this portal via Captin after closing of the Equity Window and your purchase is finalized.



4 Investment Match RSUs

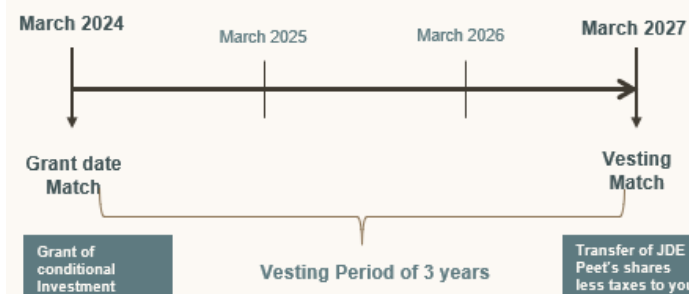
4.1 What are Investment Match RSUs?

Investment Match RSUs are a conditional right to receive Shares upon vesting after three years, subject to your continued employment with JDE Peet's. You will be granted one Investment Match RSU for each three Shares that you purchase under the SPP.

Should you leave JDE Peet's within three years, your Investment Match RSUs will be forfeited.

Furthermore, if you decide to sell (all or part of) your initial invested Shares during this intervening three-year period, all Investment Match RSUs awarded to you in relation to the respective investment will be forfeited.

Example:



4.2 When am I eligible to receive Investment Match RSUs?

At the end of the Equity Window, the Company will evaluate whether or not you are eligible to receive an Investment Match RSU award. The right to receive Investment Match RSUs depends on not exceeding the Investment Maximum of 1.5 of your annual gross salary.

In case you exceed the Investment Maximum your investment amount above the Maximum will not be accepted, and you will only receive Investment Match RSUs up to the Maximum.

The Investment Match RSUs will only be provided on purchase of Shares in JDE Peet's via the online stock administration portal. Any purchase of JDE Peet's Shares (outside of this SPP) via your own securities account will not be matched with an Investment Match RSU.

4.3 How many Investment Match RSUs will I receive?

You will be eligible for an award of Investment Match RSUs of one third of the value of your Investment up to the Investment Maximum, see below example:

	EUR value	Number of shares*
Purchased by participant	€6.312	300
Matching from JDEP	€2.104	100

*Based on the share price of March 2024 share price of €21,04.

4.4 Can I invest during both Equity Windows in one year and how does this impact my eligibility for Investment Match RSUs?

You can invest during both Equity Windows (March and September) each year subject to the overall Investment Maximum and your eligibility to receive Investment Match RSUs will be evaluated at the end of each Equity Window as described above.



5 Selling my Shares

5.1 Where can I see how many Shares and Investment Match RSUs I hold?

You can find an overview of all your JDE/JDE Peet's Shares and conditional JDE/JDE Peet's RSUs on your personal page in the online stock administration portal ([Portal | Captin](#)) under the tab "Your Portfolio". This excludes any Shares that you have purchased privately through your own broker.

As soon as possible after the closing of the Equity Window and the formalization of the transactions, your portfolio overview in the portal will be updated.

5.2 Can I sell my Shares?

Yes, you can sell (or transfer) your Shares in JDE Peet's SPP at any time, subject to the Insider Trading rules. You do not have to wait until the next Equity Window. However, if you sell your Shares within three years, your right to the Investment Match RSUs will be forfeited.

The Share price applicable is the share price at the time of sale on the Amsterdam Euronext Stock Exchange. You can provide your instructions to sell your Shares via the online stock administration portal.

Please note you will not be able to enter any sale nor delivery instructions if there are no bank details registered for you. You can add your security account details in the online tool under the tab "Personal data" and sub-tab "Bank" or to add or change your current bank account details use the "Captin data modification form". You will find this under the tab "Documents" subtab "Plans" and then click on "Manuals Online Platform".

Upon completion of the sale, your personal page via the online stock administration portal under the tab "Portfolio" will be updated and will show the balance of Shares you have left, if any, and the number of Shares sold under the tab "Trade orders".

5.3 What happens to my Investment Match RSUs if I sell my Shares?

If you sell all or part of your Shares prior to the third anniversary of the grant of Investment Match RSUs you will lose all Investment Match RSUs related to the original Investment made in the same Equity Window.

For example, in March 2023, you invested EUR 9,000 in Shares and received EUR 3,000 in conditional Investment Match RSUs. If in September 2024, you sell half of your March 2023 Shares, as a result all conditional Investment Match RSUs granted in March 2023 will be forfeited.

6 Leaving JDE Peet's

6.1 What happens if I leave JDE Peet's?

If you leave JDE Peet's within three years, any unvested Investment Match RSUs will be forfeited upon termination. JDE Peet's Shares that you purchased through the SPP with your own funds will not be forfeited; you will be required to either sell or transfer those through the online stock administration portal to your own personal securities account within 6 months after termination date.

There are certain good leaver circumstances in which the Investment RSUs will vest on a prorated basis, see below overview:

Termination reason	Consequences for unvested Match
Death	Accelerated vesting of pro-rata number of RSUs in cash
Retirement	Accelerated vesting of pro-rata number of RSUs
Disability	Accelerated vesting of pro-rata number of RSUs
Voluntary termination, involuntary termination (e.g. for Poor Performance, Redundancy, Cause or Detrimental Activity or other termination)	Lapse of all outstanding RSU grants

7 Shareholder rights

7.1 Do I have the same economic rights on the Shares I purchase as other shareholders?

Yes, you will have the right to receive dividends on the JDE Peet's Shares that you purchase.

Investment Match RSUs are not eligible to receive dividends until after their conversion to JDE Peet's Shares, on the third anniversary of grant.

8 Regulations

8.1 What are the tax implications of participating in the SPP?

All investments under the SPP are considered private investments. Generally, your personal investments under the SPP will not be subject to income tax, but there may be tax on the dividends you will receive.

Depending on local tax rules in your country, your investment may be subject to capital gains tax and/or other taxes. Any conditional Investment Match RSUs will typically become taxable as income upon vesting. We recommend that you contact your personal tax advisor for clarity in respect of your personal tax implications and reporting obligations.

8.2 Are there any restrictions in participating in the SPP?

Participation is subject to local rules and regulations such as any restrictions in overseas bank transfers and/or holding foreign Shares. No (cash) alternative to participating in the SPP can be offered by the Company in these cases.

In case you have questions or doubts that you can participate you can contact your HR Business Partner, your local Compensation & Benefits contact or the Global Rewards team (please see end of FAQ document for contact details).

9 Plan documentation

9.1 Where can I find the SPP plan rules?

Under the “Documents” tab, subtab “Plans” in the online stock administration portal you can find the JDE Peet’s SPP plan rules. The plan rules contain the applicable terms and conditions.

The conditional Investment Match RSUs will be granted under the JDE Peet’s Long-Term Incentive Plan, therefore separate terms and conditions apply. The JDE Long-Term Incentive Plan rules can also be found under the “Documents” tab in the online stock administration portal.

If you do not have an account in the online stock administration portal, these documents can be obtained on request from your HR Business Partner, your local Compensation & Benefits contact or the Global Rewards team (please see end of FAQ document for contact details).

9.2 Start date of this Plan

The effective start date of SPP is March 1, 2023.

As of this date it is no longer possible to make new Investments under the legacy JDE SPP. Existing Investments made under the legacy JDE SPP remain subject to the rules of that plan.



10 Insider trading

10.1 What is an Insider and how do I know if I am considered an insider or not?

An Insider is considered as a person who within the company holds or has access to share price sensitive information that is not available to others, for example, financial results that have not been published. Accordingly, Insiders are restricted as to when they can transact in publicly listed Shares to prevent them from benefitting from an unfair advantage compared to others who do not hold or have access to the same information.

If you are considered an Insider based on the JDE Peet’s Insider Trading policy, you will be informed by the JDE Peet’s legal department.

11 Securities account

11.1 What is the purpose of the stock administrator?

The actual JDE Peet's Shares are held by an intermediary foundation (in Dutch: Stichting Administratiekantoor) in order to reduce the administrative burden for you (i.e. notarial deeds for each purchase and share transfer) and for the Company.

For the transfer of Shares, no notarial deeds are required. As a shareholder you have all economic entitlements relating to the underlying JDE Peet's Shares that you have purchased (e.g. dividend payments).

11.2 If I receive listed JDE Peet's Shares, does that mean I need my own securities account?

No, an account with Van Lanschot Kempen Bank in name of JDE STAK (JDE "Stichting Administratiekantoor") has been opened where the JDE Peet's Shares will be held on behalf of all JDE participants. As mentioned above, you maintain the economic rights over those Shares. You can view the number of Shares in the account via the online stock administration portal under the tab "Portfolio" and provide instructions to either sell the Shares or transfer (deliver) the Shares to your own securities account via the online stock administration portal. Note that if your Shares are sold or transferred within three years from the relevant Equity Window, the right to receive Investment Match RSUs is forfeited. Your Shares can be kept in the JDE STAK account as long as you are an employee with JDE Peet's.

11.3 Are there any costs related to the online stock administration portal?

There are no costs for you for holding the Shares in the JDE STAK account. However, if you decide to sell or transfer the Shares, the applicable transaction fees and commissions will apply (see below).

11.4 What are the transaction fees and commissions that will apply on selling or transferring my Shares?

For the sale of your listed JDE Peet's Shares you will be charged 0.35% of the total value of the JDE Peet's Shares being sold. This amount will be withheld from the sale proceeds that will be transferred to your personal bank account registered in the online stock administration portal.

For transferring Shares to another securities account within the EU, the transaction fee amounts to EUR 35. The fees for transferring Shares to an account outside of the EU are EUR 75. You will be asked to transfer this amount to the JDE STAK account after you have instructed a delivery via the online stock administration portal.

12 Contact information

12.1 How can I access my Captin account?

You can log into your Captin account through this link

[Login | Captin](#)

If you have lost your password you can contact Captin to request for a new password. In case you are new to the program you will receive your log-in details for the online stock administration portal via Captin.

You do not need an existing Captin account to purchase shares via the SPP. Purchase can be done via the subscription form:

[Subscription form SPP](#)

12.2 For questions regarding the online stock administration portal or instructed orders

You can contact the plan administrator Captin.

info@captin.nl

12.3 For any other questions regarding the SPP

You can contact your HR Business Partner or local Compensation & Benefits contact or the Global Rewards Team.

global.shareplans@jdecoffee.com

