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**THE ANNUAL GENERAL MEETING OF SHOP APOTHEKE EUROPE N.V. CAN BE FOLLOWED BY ITS SHAREHOLDERS LIVE VIA WEBCAST**

Venlo, 21 April 2020. SHOP APOTHEKE EUROPE N.V. ("SHOP APOTHEKE EUROPE" or the "Company") has today announced further information with respect to the annual general meeting of shareholders of the Company (the "AGM").

Based on today's risk assessment, the Company will continue to hold the AGM on 30 April 2020, starting at 10:00 CEST. Due to the Dutch government's restrictions on public and private gatherings in view of the Covid-19 outbreak, the Company strongly encourages its shareholders to take part in the AGM this year by way of proxy voting, to attend the live webcast of the AGM, and not to attend the AGM in person. This way, the physical meeting can take place with only a limited number of core attendees and health risks for those attendees can be limited as much as possible. **Please carefully read the information set forth below regarding the webcast link and asking questions in writing in advance of the AGM.**

Shareholders who are entitled to attend the AGM, and who choose to be represented and to cast their votes by proxy, can follow and participate in the meeting on 30 April 2020 via live webcast. The link to that webcast will be made available to those shareholders with further details about the webcast, which details will include the time as of which the webcast will open for registration on 30 April 2020. Access to the webcast will be granted upon filling in your name and e-mail address. In addition, a link to a one-way webcast will be published on the website under Investor Relations / General Meeting / Annual General Meeting 2020.

Shareholders who will follow or participate in the AGM via the webcast will not be able to vote during the meeting. The Company will not be facilitating electronic

voting during the meeting, which means that votes can only be submitted in advance of the AGM by proxy.

In addition, shareholders who have registered to attend the AGM and choose to follow or participate in the meeting via live webcast, can ask questions with respect to the AGM agenda items in advance of the AGM via email ([shopapotheke@better-orange.de](mailto:shopapotheke@better-orange.de)). The Company has decided to extend the deadline for its shareholders to submit their questions to three calendar days before the meeting, which means that Better Orange IR & HV AG must have received questions (at [shopapotheke@better-orange.de](mailto:shopapotheke@better-orange.de)) ultimately by 18:00 CEST on Sunday, 26 April 2020.

Questions with respect to the AGM agenda items that have been timely submitted by shareholders will be answered during the meeting. The answers to the submitted questions will also be posted on the corporate website of the Company (<http://shop-apotheke-europe.com>) under Investor Relations / General Meeting / Annual General Meeting 2020 after the AGM. Shareholders can also submit follow-up questions during the AGM either in writing, via the chat box in the webcast, or verbally, via the microphone of the electronic device used to participate in the webcast. However, the chairman of the meeting will have the discretion to decide which questions will be answered and how, in order to safeguard the order of the meeting. When submitting questions, please state your full name.

**Please remember to register for the AGM and to give your proxy with voting instructions in the manner, and in advance of the deadlines, set forth in the convocation announcement of the AGM.** Registration can take place until 18:00 CEST on Friday, 24 April 2020, and the completed and duly signed proxy form must have been received by Better Orange IR & HV AG ultimately by 18:00 CEST on Friday, 24 April 2020.

The convocation announcement and the agenda, the accompanying explanatory notes and other information and documentation are available on the corporate website of the Company (<http://shop-apotheke-europe.com>) under Investor

Relations / General Meeting / Annual General Meeting 2020 and via the link:  
<http://shop-apotheke-europe.com/en/investorrelations/hauptversammlung/>.

Due to possible further developments with respect to Covid-19, the Company will continuously assess the risk situation, taking into account the assessments of the responsible authorities, and may decide on any further measures in relation to the AGM. Shareholders who wish to participate in the AGM are advised to check the AGM page on the Company's corporate website regularly to stay informed about the latest developments.

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