

**United Group Announces Consent Payment in Connection with its Consent Solicitation
Relating to Its €200 million in Aggregate Principal Amount of 4.875% Temporary Senior
Secured Notes due 2024**

Common Code 184343380, ISIN XS1843433803

AMSTERDAM, March 2, 2020 – Adria Midco B.V. (together with its subsidiaries, the “United Group”) today announced that the consent payment offered pursuant to the consent solicitation statement dated January 20, 2020 (the “Consent Solicitation Statement”), issued by its subsidiary, United Group B.V. (the “Issuer”), with respect to the Issuer’s €200,000,000 aggregate principal amount of 4.875% Temporary Senior Secured Notes due 2024 (the “Temporary Notes”), has been made on the date hereof, all conditions precedent thereto having been fulfilled. The amendment to the indenture pursuant to which the Temporary Notes were issued (the “Temporary Indenture”), as set forth in the Consent Solicitation Statement has become operative as of the date hereof.

This announcement is for information purposes only. The consent solicitation has expired and was available only to (1) non-U.S. persons (within the meaning of Regulation S under the U.S. Securities Act of 1933) outside the United States and (2) persons to whom the Temporary Notes were otherwise sold or transferred pursuant to a valid exemption from the registration requirements of the U.S. Securities Act of 1933. This press release is not an offer to sell the securities of the Issuer in the United States. The Temporary Notes have not been and will not be registered under the U.S. Securities Act of 1933 and may not be offered or sold in the United States absent registration or an exemption from such registration requirement. If any public offering of securities is made in the United States, it will be by means of a prospectus that may be obtained from the Issuer or the selling security holder that will contain detailed information about the Issuer or the United Group or its group and its management, as well as financial statements. No public offering of securities was made in the United States in connection with the above-mentioned transactions. The solicitation of consents was not made in any jurisdiction in which, or to or from any person to or from whom, it is unlawful to make such solicitation under applicable state or foreign securities or “blue sky” laws.

Forward-Looking Statements

United Group cautions you that statements included in this announcement that are not a description of historical facts are forward-looking statements that involve risks, uncertainties, assumptions and other factors which, if they do not materialize or prove correct, could cause United Group’s results to differ materially from historical results or those expressed or implied by such forward-looking statements. United Group assumes no obligation to update any forward-looking statement included in this announcement to reflect events or circumstances arising after the date on which it was made.

Under no circumstances shall this announcement constitute an offer to sell or issue or the solicitation of an offer to buy or subscribe for the Temporary Notes in any jurisdiction. This announcement shall not be considered an “offer of securities to the public,” or give rise to or require a prospectus in a European Economic Area member state which has implemented Regulation (EU) 2017/1129 (together with any applicable implementing measures in any member state).

This announcement is not being made to holders or beneficial owners of the Temporary Notes in any jurisdiction in which it is unlawful to make such announcement.

This announcement is not being made, and has not been approved, by an authorised person for the purposes of section 21 of the Financial Services and Markets Act 2000 (the “FSMA”). Accordingly, this announcement is not being distributed to, and must not be passed on to, the

general public in the United Kingdom. Rather, this announcement is being made to, and is directed only at: (a) those persons in the United Kingdom falling within the definition of Investment Professionals (contained in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”)) or within Article 43 of the Order, or other persons to whom it may lawfully be communicated in accordance with the Order; or (b) persons outside the United Kingdom to whom it can legally be made (such persons together being “relevant persons”).

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