

Ahold Delhaize launches Alfa Beta's new app for customers *The final in a series of six launches across Europe*

Zaandam, the Netherlands, January 24, 2025 – Ahold Delhaize is proud to announce the launch of Alfa Beta's new customer app, the final in a series of six launches across the European market. This unified, modular app is designed to deliver a seamless and cohesive online shopping experience for customers shopping at five of Ahold Delhaize's European brands. By integrating advanced features, the app caters to the evolving needs of our brands' customers, offering online shopping, (personalized) promotions, loyalty programs and in-store shopping to create vibrant customer experience.

Ahold Delhaize's digital convergence journey

This launch marks the final milestone in a six-country implementation. The first market to go live was Albert in the Czech Republic in February 2024. It was followed by Maxi in Serbia and Delhaize in Belgium in July, Delhaize Luxembourg in September, Mega Image in Romania in November and Alfa Beta in Greece completing the rollout.

Gerhard van der Bijl, CTO Ahold Delhaize Europe & Indonesia: "Our new app showcases the value of engineering, of implementing technology at scale for our brands across Europe. We take pride not only in the product delivery, but also in the collaborative journey that made it possible. Successfully delivering all releases in a complex, multi-brand environment underscores our commitment to agility and innovation. This initiative not only enhances our customer experience but also drives substantial business value and positions us for sustained growth in the future. With this newly developed customer platform we have a strong foundation for customer innovation in the future."

Key features for customers of Ahold Delhaize's European brands

- **Intuitive interface:** Enhanced communication and improved accessibility for a seamless user experience.
- **Web-based login and registration:** improved security measures to keep our customer data safe.
- **Retail media integration:** Special offers and products recommended to customers based on their shopping history.
- **Cookie consent management:** Ensuring transparency and giving customers control over how their data is used.
- **Larger product images and improved customer navigation:** Making online shopping easier while offering a more visually appealing experience.

- **Multiple quantities of free products in exchange for points:** Enabling customers to redeem more rewards.

The journey ahead

This series of launches is a strong example of strategic collaboration among Ahold Delhaize brands, as well as a foundation for delivering a vibrant customer experience that leverages scale and operational excellence. Ahold Delhaize and its brands remain committed to continuously strengthening their shared technology foundation to drive cost efficiencies, accelerate innovation and support the customers of tomorrow.

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Cautionary Notice

This communication includes forward-looking statements. All statements other than statements of historical facts may be forward-looking statements. Forward-looking statements can be identified by certain words, such as “anticipate,” “intend,” “plan,” “goal,” “seek,” “believe,” “project,” “estimate,” “expect,” “strategy,” “future,” “likely,” “may,” “should,” “will” and similar references to future periods.

Forward-looking statements are subject to risks, uncertainties and other factors that are difficult to predict and that may cause actual results of Koninklijke Ahold Delhaize N.V. (the “Company”) to differ materially from future results expressed or implied by such forward-looking statements. Such factors include, but are not limited to, the risk factors set forth in the Company’s public filings and other disclosures. Forward-looking statements reflect the current views of the Company’s management and assumptions based on information currently available to the Company’s management. Forward-looking statements speak only as of the date they are made and the Company does not assume any obligation to update such statements, except as required by law.

About Ahold Delhaize

Ahold Delhaize is one of the world’s largest food retail groups and a leader in both supermarkets and e-commerce. Its family of great local brands serves 63 million customers each week, both in stores and online, in the United States, Europe, and Indonesia. Together, these brands employ more than 402,000 associates in 7,716 grocery and specialty stores and include the top online retailer in the Benelux and the leading online grocers in the Benelux and the United States. Ahold Delhaize brands are at the forefront of sustainable retailing, supporting local communities and helping customers make healthier choices.

Ahold Delhaize is building its future on a foundation that has characterized the company for more than 150 years. The company has a focus on six strategic priorities: thriving people, healthy communities & planet, vibrant customer experiences, trusted product, driving customer innovation and portfolio & operational excellence. These priorities help to fulfill the company’s purpose, achieve its vision and prepare its brands and businesses for tomorrow. Headquartered in Zaandam, the Netherlands, Ahold Delhaize is listed on the Euronext Amsterdam and Brussels stock exchanges (ticker: AD) and its American Depositary Receipts are traded on the over-the-counter market in the U.S. and quoted on the OTCQX International marketplace (ticker: ADRNY). For more information, please visit: www.aholddelhaize.com

