

Ahold Delhaize appoints Petr Pavlik as Brand President of local Czech brand Albert, announces Jesper Lauridsen as dedicated COO for its Central and Southeastern region

Zaandam, the Netherlands, March 18, 2025 – Ahold Delhaize Europe & Indonesia announces that Jesper Lauridsen, current Brand President of Albert and COO of the Central and Southeastern Europe (CSE) region, will transition full-time into his role as COO of CSE. At the same time, the company appoints Petr Pavlik in the role of Brand President of local Czech brand Albert as of April 1st.

Strong position in the Czech Republic

As Brand President of Albert, Petr Pavlik will continue Albert's successful journey and further strengthen its strong position in the Czech Republic. Petr brings a wealth of experience from executive positions in both bricks-and-mortar and online retail. Between 2016 and 2020, he served as SVP at Albert, managing commercial, marketing and format areas. He has also held roles at several FMCG companies. In the Czech Republic, Petr led a major spirits producer, and was chair of the Union of Spirits producers and importers. Petr will start on April 1.

Strengthening the CSE region

Jesper Lauridsen will now transition fully into his role as COO of the CSE region, reporting into Claude Sarrailh, CEO of Ahold Delhaize Europe & Indonesia. With the CSE Brand Presidents reporting into Jesper, he will continue to work closely with the local leadership teams, and focus on strengthening the CSE region through enhancing the strategic framework and operating model within the CSE brands. At the same time, Jesper will ensure that the CSE brands are fully participating and benefiting from Ahold Delhaize's European scale and capabilities, in order to make the most of the synergies. He will also continue to oversee the integration of Ahold Delhaize's newest great local brand, Profi, in Romania and continue to be a part of the Europe & Indonesia leadership team.

"I would like to thank Jesper and wish him all the best in focusing on his COO role. His strong retail strategies, transformational and empathetic leadership, and commitment to people engagement will remain inspiring. Next to that, I firmly believe that Petr's retail acumen and passion for Albert's mission of providing healthy inspiration will bring strong leadership to Albert's team in the Czech Republic," said Claude Sarrailh, CEO of Ahold

Delhaize Europe & Indonesia.

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Cautionary Notice

This press release 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. Therefore, you should not place undue reliance on any of these forward-looking statements. Factors that might cause or contribute to such a material difference include, but are not limited to, the factors affecting the Company's business 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's family of great local brands serves over 72 million customers each week in Europe, the United States and Indonesia. Together, these 17 brands employ more than 390,000 associates, and operate around 9,400 supermarkets, convenience stores and specialty stores. Our group includes the top online retailer in the Benelux, bol, and the food retail brands in the U.S. and the Benelux lead in online grocery. Ahold Delhaize brands are at the forefront of sustainable retailing, supporting local communities and helping customers make healthier choices. Headquartered in Zaandam, the Netherlands, Ahold Delhaize is listed on the Euronext Amsterdam and Brussels stock exchanges (ticker: AD). 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).



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