



BERTRAND CORP. ANNOUNCES AN EXCHANGE OFFER ON ITS BONDS MATURING ON 20 DECEMBER 2024

Paris, 24 October 2024

Bertrand Corp. announces the launch of an exchange offer (the '**Exchange Offer**') on the €98,000,000 bonds maturing on 20 December 2024 with a coupon of 4.50% per annum (ISIN: FR0013469285) (the '**Existing 2024 Bonds**') for new bonds maturing on 31 July 2029 with a coupon of 6.65% per annum (ISIN: FR001400RNN9) (the '**Exchange Bonds**').

Following the successful issue of a new 5-year bond in July 2024 (the '**Original 2029 Bonds**'), Bertrand Corp. has decided to offer eligible holders of the Existing 2024 Bonds the opportunity to exchange their bonds par-for-par for the Exchange Bonds, offering an annual coupon of 6.65%.

Concurrently with the Exchange Offer, the Issuer is also proposing to issue new bonds due 2029 for cash consideration (the '**New Money Bonds**' and together with the Exchange Bonds, the '**New Bonds**') assimilated and forming a single class of debt securities with the Exchange Bonds. The New Bonds will be assimilated and treated as a single class together with the Original 2029 Bonds for all purposes.

The Exchange Offer period, which begins today, will last until 20 November 2024. The result of the Exchange Offer will be announced on 22 November 2024. The exchange of the Existing 2024 Bonds for the Exchange Bonds and the issue of the New Money Bonds will take place on 26 November 2024.

Eligible holders of Existing 2024 Bonds interested in the Exchange Offer are invited to contact their financial intermediaries who must contact BNP Paribas Securities Services, acting as exchange and information agent for the Exchange Offer, no later than 20 November 2024 at 5:00 p.m. (Paris time).

Exchange Offer Details

The details of the Exchange Offer are further described in the Exchange Offer Memorandum, which is available on request from BNP Paribas as Exchange and Information Agent (contact details below).

BNP Paribas

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About Bertrand Corp.

Bertrand Corp. is an investment company created by Olivier Bertrand, holding a portfolio of companies operating well established restaurants, restaurant brands and catering businesses. Bertrand Corp. portfolio also includes financial and real estate assets.