

RETAIL HOLDINGS N.V.

August 27, 2018

Dear Shareholder of
Retail Holdings N.V. (the "Company")

As a result of an administrative error by the Company's transfer agent and its third-party supplier, the procedural requirements for the previously scheduled Retail Holdings N.V. Annual General Meeting on September 6, 2018 were not satisfied. Consequently, the Company has had to cancel that meeting. An Annual General Meeting of the Company has now been scheduled for September 20, 2018. Enclosed is a Proxy Notice and Proxy Card for the re-scheduled meeting.

EVEN IF YOU PREVIOUSLY RECEIVED AND RETURNED A PROXY CARD FOR THE ANNUAL GENERAL MEETING SCHEDULED FOR SEPTEMBER 6, 2018, OR OTHERWISE CAST YOUR VOTE (FOR EXAMPLE, THROUGH ON-LINE VOTING) PLEASE COMPLETE AND RETURN THE ENCLOSED PROXY CARD, AS OTHERWISE YOU WILL NOT BE REPRESENTED AT THE SEPTEMBER 20, 2018 ANNUAL GENERAL MEETING.

If you have any questions regarding this matter, please contact the Company Secretary via email at apappas@retailholdings.com or via telephone (914) 241-3404. The Company sincerely apologizes for the inconvenience.

Sincerely,



Amy Pappas
Corporate Secretary