



SnowWorld N.V.
Buytenparklaan 30
2717 AX Zoetermeer

PRESS RELEASE

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Zoetermeer, 21 January 2014

SnowWorld publishes prospectus and launches offering of up to 1,125,000 new ordinary shares

SnowWorld N.V. ("SnowWorld") is making the prospectus generally available for the issuance of ordinary shares as approved by the extraordinary general meeting of shareholders on 10 December 2013 (the "Prospectus"). The Prospectus is available on the SnowWorld website as of today (www.snowworld.com/prospectus). The Prospectus is published in the Dutch language.

The Offering

The offering comprises of a public offering by SnowWorld of up to 1,125,000 new ordinary shares (the "New Ordinary Shares") at a price to be determined after the end of the offering period (the "Offering").

With the offering SnowWorld intends to further strengthen its capital and to obtain a stable basis for the growth ambitions of the company.

SnowWorld can withdraw the Offering and the possible allocation of New Ordinary Shares if for less than EUR 7,500,000 in New Ordinary Shares is placed during the offer period.

Price

The price per share in the Offering (the "Price") will be determined after the end of the offering period on the basis of the factors as described in the Prospectus and will be at least EUR 8,00 per share. SnowWorld will publish the Price in a press release at the date of allocation at the latest.

Offering Period

Subject to acceleration or extension of the offering period or withdrawal of the Offering, the Offering by SnowWorld will commence as of now and will end on 6 February 2014 at 15.00 CET (the "Offering Period").

Subscription

Institutional investors are able to subscribe for the New Ordinary Shares by way of the 'bookbuilding' system. Holders of Preferential Allocation Rights (as described below) and retail investors without Preferential Allocation Rights who wish to subscribe for the New Ordinary Shares should instruct their financial intermediary. Retail investors are only able to subscribe on a market order ('bestens') basis. This means that retail investors will be bound to purchase and pay for the New Ordinary Shares allocated to them at the Price to be determined. There are no requirements in respect of a minimum and/or maximum size per subscription. It is not possible to revoke or to lower the subscription, unless as described in the Prospectus. The financial intermediaries will be responsible for collecting the subscriptions and for informing Kempen & Co N.V. (the "Issuing & Listing Agent") of these.

Allocation

The allocation of the New Ordinary Shares is expected to take place on 7 February 2014, subject to adjustments in the timetable (the "Allocation Date").

Each ordinary share held on 27 January 2014 at 17.40 CET (the "Record Date") entitles its holder to one preferential allocation right (the "Preferential Allocation Right"). Eligible holders of Preferential Allocation Rights have the right to subscribe for and to be allocated one New Ordinary Share for each Preferential Allocation Right held against payment of the Price per share. The Preferential Allocation Rights (ISIN code: NL0010671996) are not transferable and will not be traded on NYSE Euronext Amsterdam. No Preferential Allocation Rights will be granted on the A shares held by J.H.M. Hendriks Beheermaatschappij B.V. and on the ordinary



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shares held by SnowWorld itself. As a result, up to 309,268 New Ordinary Shares can be allocated in the Offering to holders of Preferential Allocation Rights.

In the event that the Offering is over-subscribed, investors may receive fewer New Ordinary Shares than they subscribed for. In such case and in consultation with the Issuing & Listing Agent, it is the intention of SnowWorld that as many investors as possible will be allocated a part of their subscription. It is intended to allocate a relatively high percentage on the subscriptions made by retail investors in case of over-subscription. SnowWorld may, at their own discretion and without stating the grounds, reject any subscriptions wholly or partly. Investors will be informed by their financial intermediary on the allocated amount.

SnowWorld expects that determination of the final number of New Ordinary Shares, which will be offered and placed, will take place at the Allocation Date at the latest.

Admission to trading of the allocated New Ordinary Shares is expected to take place on 12 February 2014. The allocated New Ordinary Shares are not to be traded prior to admission.

Payment and delivery

Payment for the New Ordinary Shares against delivery of the allocated New Ordinary Shares is expected to take place on 12 February 2014, subject to adjustments in the timetable (the "Settlement Date").

Timetable

Subject to adjustment of the timetable or the withdrawal of the Offering, the table below indicates the most important dates in respect of the Offering.

Publication date Prospectus: **21 January 2014**

Start of Offering Period: **21 January 2014, 09:00 CET**

Start of ex-Preferential Allocation Rights trading in the ordinary shares: **23 January 2014, 09:00 CET**

Record Date: **27 January 2014, 17:40 CET**

End of Offering Period: **6 February 2014, 15:00 CET**

Allocation Date: **7 February 2014**

Settlement Date: **12 February 2014**

Start of trading in the New Ordinary Shares on NYSE Euronext Amsterdam: **12 February 2014**

The results of the Offering will be announced in a press release at the Allocation Date at the latest.

SnowWorld is entitled to adjust the timetable above. In case of such decision, SnowWorld will announce this by means of a press release, which will also be published on the website of SnowWorld.

Selling and transfer restrictions

The release and distribution of the Prospectus and this press release and the offering of the New Ordinary Shares may be restricted by law in certain jurisdictions. SnowWorld requests persons into whose possession the Prospectus and this press release come to inform themselves about and observe any such restrictions. SnowWorld does not accept any liability for any failure to comply with these restrictions, irrespective if such person is a potential purchaser of the New Ordinary Shares or not. The Prospectus and this press release do not



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constitute an offer to sell or the solicitation of an offer to buy New Ordinary Shares to any person in any jurisdiction to whom or in which such offer or solicitation is unlawful.

More information

For more information about the Offering and SnowWorld is referred to the Prospectus. Investors who consider to purchase New Ordinary Shares should carefully consider the entire content of the Prospectus. The Prospectus is available on the website van SnowWorld (www.snowworld.com/prospectus).

This press release is published in both Dutch and English. In the event of conflict between the Dutch and English versions, the Dutch version shall prevail.

SnowWorld profile

SnowWorld Leisure N.V. is a company based in Zoetermeer in the Netherlands. With its two indoor ski facilities in the Netherlands, SnowWorld is one of the world's leading companies in this industry. SnowWorld has grown rapidly since being founded in 1996 by Mr J.H.M. Hendriks. In connection with SnowWorld's strategy of further rolling out its proven successful, concept in Europe, SnowWorld announced in 2013 that it is going to go public.

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