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Bijou Brigitte modische Accessoires Aktiengesellschaft

Hamburg

Securities identification number (WKN) 522 950

ISIN DE0005229504

INVITATION TO ANNUAL GENERAL MEETING

We hereby invite the shareholders of our Company to our 32th Annual General Meeting on

Tuesday 18 June 2019, 10.00 a.m.

at the Handwerkskammer Hamburg (Chamber of handicrafts),
Holstenwall 12, 20355 Hamburg

Agenda

- 1. Presentation of the adopted annual financial statements of Bijou Brigitte modische Accessoires Aktiengesellschaft and the approved consolidated financial statements for the 2018 financial year as well as the Management Board's management reports for the parent company (AG) and the Group, the Supervisory Board's report for the 2018 financial year and the Management Board's explanatory report to the statements provided in accordance with Section 289a (1) and Section 315a (1) of the German Commercial Code (HGB)**

The documents specified in Item 1 can be viewed on the Company's website at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung> and at the business premises of Bijou Brigitte modische Accessoires Aktiengesellschaft, Poppenbütteler Bogen 1, 22399 Hamburg, following the convening of the Annual General Meeting. Copies of these documents will be sent to the shareholders free of charge and immediately upon request. The documents will also be available and explained during the Annual General Meeting.

Pursuant to the statutory provisions of Sections 172 and 173 of the German Stock Corporation Act (AktG), no resolution will be passed for Agenda Item 1 as the Supervisory Board has already legally approved the annual financial statements and consolidated financial statements. The annual financial statements have therefore been adopted in accordance with Section 172 Sentence 1 AktG.

2. Resolution on the appropriation of net retained profits for the 2018 financial year

The Supervisory Board and Management Board propose to use the net retained profits for the 2018 financial year, totalling EUR 31,070,005.43, as follows:

- a) Distribution of a dividend of EUR 3.00 per no-par share carrying dividend rights. With a total of 7,783,165 no-par shares carrying dividend rights, the dividend comes to a total of EUR 23,349,495.00.

- b) The remaining EUR 7,720,510.43 of the net retained profits will be carried forward to the new account.

The number of shares carrying dividend rights can be changed until the Annual General Meeting. If this is the case, an amended proposal for the appropriation of profit will be submitted to the Annual General Meeting with an unchanged distribution of EUR 3.00 per no-par share carrying dividend rights.

Pursuant to Section 58 (4) Sentence 2 AktG, payment of the dividend is due on the third business day after the Annual General Meeting resolution, i.e. on 21 June 2019.

3. Resolution on the approval of the acts of Management Board members for the 2018 financial year

The Supervisory Board and Management Board propose that the acts of the members of the Management Board during the 2018 financial year be approved for this period.

4. Resolution on the approval of the acts of Supervisory Board members for the 2018 financial year

The Supervisory Board and Management Board propose that the acts of the members of the Supervisory Board during the 2018 financial year be approved for this period.

5. Resolution on the appointment of the auditor of the financial statements and consolidated financial statements for the 2019 financial year

The Supervisory Board proposes the appointment of PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, Frankfurt am Main, Hamburg Branch, to audit the financial statements and consolidated financial statements for the 2019 financial year.

6. Resolution on the new authorisation to acquire and use own shares in accordance with Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) and on the disapplication of pre-emption and tender rights

Unless expressly provided otherwise by law, the Management Board requires a special authorisation from the Annual General Meeting to acquire own shares. Since the authorisation passed by the Annual General Meeting on 2 July 2014 expires on 1 July 2019, it is proposed that the Annual General Meeting again authorise the Management Board to acquire and use own shares while simultaneously revoking the authorisation applicable until 1 July 2019 at the latest.

The Supervisory Board and the Management Board propose to adopt the following resolution:

a) Revocation of the existing authorisation

The authorisation granted by the Annual General Meeting on 2 July 2014 to acquire own shares shall be revoked upon the new authorisation taking effect, to the extent that it has not yet been utilised.

b) New authorisation to acquire own shares

The Management Board is authorised until 17 June 2024, with the approval of the Supervisory Board, to acquire the Company's own shares representing up to a total of ten percent of the Company's share capital of EUR 8,100,000.00 existing at the time of this resolution or the share capital existing at the time the authorisation is exercised, whichever share capital figure is lower. The treasury shares so acquired — along with other treasury shares that are in the Company's possession or are allocable to it under Section 71a ff. AktG — may not, at any time, exceed 10% of the share capital. The authorisation may not be exercised for the purpose of trading treasury shares.

c) Types of acquisition

At the Management Board's discretion, the shares may be acquired (1) via the stock market or (2) by way of a public purchase offer or public invitation to submit offers to sell shares directed to all shareholders.

(1) If the shares are acquired via the stock market, the purchase price per share paid by the Company (not including incidental acquisition costs) may not be more than 10% above or below the average closing price of the Company's shares in XETRA trading (or a comparable successor system) on the Frankfurt Stock Exchange during the last three trading days prior to the undertaking to acquire own shares.

- (2) If the shares are acquired based on a public purchase offer or public invitation to submit offers to sell shares directed to all shareholders,
- in case of a public purchase offer directed to all shareholders, the purchase price offered or, in
 - case of a public invitation to submit offers to sell directed to all shareholders, the minimum and maximum of the purchase price range per share determined by the Company (in each case not including incidental acquisition costs)

shall not be more than 10% above or below the average closing price of the Company's shares in Xetra trading (or a comparable successor system) on the Frankfurt Stock Exchange during the last three trading days prior to the date of the public announcement of the public purchase offer or the public invitation to submit offers to sell.

If, after publication of a public offer or a public invitation to submit offers to sell, there are significant deviations in the relevant price, the purchase offer or the invitation to submit offers to sell may be adjusted. In this case, the starting point for determining the relevant periods for calculating the aforementioned average stock exchange prices is not the day of publication of the purchase offer or the invitation to submit offers to sell, but the day of adjustment. The purchase offer or the invitation to submit offers to sell may provide for further conditions.

The volume of the purchase offer directed to all shareholders or the invitation to submit offers to sell directed to all shareholders may be limited. If, in the case of a public purchase offer or a public invitation to submit offers to sell, the volume of shares tendered exceeds the intended volume to be bought back, the shares may be acquired in proportion to the shares subscribed for or offered; in this respect, the right of shareholders to tender their shares in proportion to their ownership interests is disapplied. In addition, the conditions can include preferred acceptance of smaller numbers of shares of up to 100 tendered shares per shareholder and rounding according to commercial principles to avoid fractions of shares. Any further right of shareholders to tender their shares is disapplied in this respect.

The public purchase offer directed to all shareholders or the public invitation to submit an offer to sell directed to all shareholders may provide for further conditions.

d) Use of treasury shares

The Management Board is authorised, with the approval of the Supervisory Board, to use the own shares acquired on the basis of this or an earlier authorisation for all legal purposes, in particular also for the following purposes:

- (1) The treasury shares may be retired, and such retirement or its execution shall not require another resolution of the Annual General Meeting. They may also be retired using a

simplified procedure without reducing capital by adjusting the proportionate notional value of the remaining no-par shares in the Company's share capital. If retirement is carried out using a simplified procedure, the Management Board is authorised to adjust the number of no-par value shares in the Articles of Association.

- (2) The treasury shares may be sold in return for non-cash consideration for the purpose of acquiring companies, business units of companies or equity interests in companies.
- (3) The treasury shares may also be sold in return for cash consideration in a manner other than via the stock exchange or on the basis of an offer directed to all shareholders if the purchase price to be paid at the time of sale is not significantly lower than the stock exchange price of the listed shares carrying essentially the same rights. The time of sale shall be the date on which the transfer obligation is entered into, even if it is still subject to conditions, or the date of the transfer itself, if it is not preceded by a separate obligation, or if the date of the transfer is specified as the relevant date in the commitment agreement. The final selling price for treasury shares shall be determined based on this provision shortly before the sale of the treasury shares. The aggregate amount of the share capital attributable to the number of shares sold under this authorisation shall not exceed ten percent of the Company's share capital of EUR 8,100,000.00 existing at the time of this resolution or the share capital existing at the time the authorisation is exercised, whichever share capital figure is lower. Other shares issued or sold during the term of this

authorisation in direct or analogous application of Section 186 (3) sentence 4 AktG while disapplying pre-emption rights shall be counted towards this maximum limit. Also to be counted are shares that may be created through the exercise of option and/or conversion rights or the fulfilment of conversion obligations from bonds with warrants and/or convertible bonds or stock options, provided that these bonds or stock options were issued during the term of this authorisation in analogous application of Section 186 (3) sentence 4 AktG while disapplying pre-emption rights. Shareholders' pre-emption rights to the Company's own shares are disappplied to the extent that these shares are used in accordance with authorisations (2) and (3).

- e) All of the aforementioned authorisations may be exercised by the Company in whole or in part, once or repeatedly, in pursuit of one or more purposes. With the exception of the authorisation to retire treasury shares, the authorisations may also be exercised by dependent companies or companies in which the Companies hold a majority interest, or by third parties acting on their account or the account of such companies.

Report of the Management Board to the Annual General Meeting on the disapplication of pre-emption rights

Report of the Management Board in accordance with Section 71 (1) no. 8 sentence 5 AktG in conjunction with Section 186 (4) sentence 2 AktG on agenda item 6 of the Annual General Meeting (Resolution on the new authorisation to acquire and use own shares in accordance with Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) and on the disapplication of pre-emption and tender rights)

The Company's authorisation to acquire own shares, which expires on 1 July 2019, is to be renewed in order to enable the Company to acquire own shares beyond this date. The new authorisation is to be granted for the longest period permitted by law, so that the Annual General Meeting does not have to pass a resolution on this agenda item every year and the invitations to the Annual General Meetings can be streamlined in the coming years. The existing authorisation is to be revoked upon the new authorisation taking effect, to the extent that it has not yet been utilised.

1. Acquisition while disapplying tender rights

The authorisation to acquire own shares is intended to enable the Management Board to use the financial instrument of share buybacks in the interests of the Company and its shareholders. At the Management Board's discretion, the shares may be acquired via the stock market or by way of a public purchase offer or public invitation to submit offers to sell shares directed to all shareholders.

If the shares are acquired by way of a public purchase offer or a public invitation to submit offers to sell, the volume of the offer or of the invitation to submit offers to sell may be adjusted. In such a case, the volume of shares of the Company offered by shareholders may exceed the number of shares requested by the Company. In this case, the allocation must be made on a proportionate basis. In this context, it shall be possible to allocate the shares in accordance with the ratio of the shares subscribed for or offered in each case (tender quotas) instead of in accordance with ownership interests, because this results in an acquisition process that is easier to manage technically within an economically reasonable framework. It shall also be possible to provide for preferential

acceptance of smaller lots of up to 100 tendered shares per shareholder. This option aims to prevent fractions of shares when calculating the ratios of shares to be acquired and to avoid small remainders, thus simplifying technical settlement of the share buyback. A de facto disadvantage to smaller-scale shareholders is also avoided. Finally, rounding according to commercial principles can be stipulated to avoid fractions of shares. In this sense, the acquisition ratio and the number of shares to be acquired from individual shareholders tendering shares can be rounded as necessary to technically effect the acquisition of whole shares in the settlement process. The Management Board and the Supervisory Board consider the disapplication of a possible right to tender by shareholders above and beyond this scope to be objectively justified.

2. Use while disapplying pre-emption rights

The possibility of selling treasury shares serves to simplify the procurement of funds. Pursuant to Section 71 (1) no. 8 sentence 5 AktG, the Annual General Meeting may also authorise the Company to sell the shares in a way other than via the stock exchange or by means of an offer directed to all shareholders.

- a) In accordance with the resolution proposed under agenda item 6 d) no. (1), the treasury shares acquired on the basis of this authorisation resolution may be retired by the Company in accordance with Section 71 (1) no. 8 sentence 6 AktG without requiring a new resolution for this by the Annual General Meeting. In accordance with Section 237 (3) no. 3 AktG, the Annual General Meeting of a company may adopt a resolution to retire its fully paid-up no-par value shares without this requiring

a reduction in the company's share capital. The authorisation proposed here expressly provides for this alternative in addition to retirement with capital reduction. The retirement of treasury shares without capital reduction automatically increases the notional interest of the remaining no-par value shares in the Company's share capital. The Management Board shall therefore also be authorised to make the necessary amendment to the Articles of Association with regard to the number of no-par value shares changing triggered by retirement.

- b) According to the resolution proposed under agenda item 6 d) item (2), the Company has the option of offering treasury shares as consideration when acquiring companies, business units of companies or equity interests in companies.

Bijou Brigitte modische Accessoires Aktiengesellschaft is engaged in global competition. It must be able at all times to act rapidly and flexibly in international markets in the interests of its shareholders. This also includes the option to acquire companies, business units of companies or equity interests therein in order to improve its competitive position. In some cases, the best possible way of implementing this option in the interests of the Company and its shareholders is to acquire a company, a company's business unit or an equity interest therein by granting shares in the acquiring company. Experience shows that the owners of attractive acquisition properties frequently require the acquiring company to offer voting shares as consideration for any sale. In order to be able to acquire such companies as well, Bijou Brigitte modische

Accessoires Aktiengesellschaft must be able to grant its own shares as consideration. The proposed authorisation is designed to give Bijou Brigitte modische Accessoires Aktiengesellschaft the flexibility it needs to respond rapidly and flexibly to any opportunities that may arise in connection with the acquisition of companies, business units of companies or equity interests in companies if it does not use authorised capital for this purpose. The disapplication of shareholders' pre-emption rights will indeed result in lower relative ownership interests and a lower relative voting interest of existing shareholders. Granting pre-emption rights, however, would make it impossible to acquire companies, business units of companies or equity interests in companies in return for shares, and the associated benefits for the Company and the shareholders would not be attainable. There are currently no specific acquisition plans for which this option is to be used. If opportunities materialise to acquire companies, business units of companies or equity interests, the Management Board will duly review whether it should make use of the authorisation for the purpose of acquiring companies, business units of companies or equity interests in companies in return for granting treasury shares. It will only do so if the acquisition of the company or an equity interest in return for granting treasury shares is in the well-understood interest of the Company. Only if this condition is met will the Supervisory Board also grant its required approval. The interests of the shareholders are also protected by the 10% volume limit, which excludes any further reduction in the ownership interest. The Management Board will also base its determination of the valuation ratio on the stock market price of the Company's shares. A simple tie-in with the stock exchange price is not envisaged here, however, especially in order to prevent fluctuations in the stock exchange

price from calling into question any results of negotiations that have been achieved.

- c) Agenda item 6 d) item (3) authorises the sale of treasury shares in return for cash consideration outside the stock exchange or an offer directed to all shareholders. This makes use of the option to facilitate the disaplication of pre-emption rights in accordance with section 186 (3) sentence 4 AktG. In view of the strong competition on the capital markets, this possibility of selling treasury shares while disapplying pre-emption rights is in the interests of the Company. This opens up the opportunity for the Company to quickly and flexibly offer its own shares to national and international investors, expand its shareholder base, stabilise the value of its shares and respond to favourable situations in the equity markets. Limiting the proportion of treasury shares eligible for sale while disapplying pre-emption rights to a maximum of 10% of the share capital and by selling them at a purchase price that is not significantly lower than the stock exchange price, adequately protects the financial interests of the shareholders. The final selling price for treasury shares will be determined shortly before the sale. The Management Board, with the approval of the Supervisory Board, will keep the discount on the stock exchange price as low as possible in accordance with the market conditions prevailing at the time of the placement. It is not expected to exceed 3%, but in no case will exceed 5% of the stock exchange price. Given that the new shares are to be placed on the market at prices close to the exchange price, shareholders may, in principle, purchase Company shares on the market at substantially equivalent terms to maintain their ownership interest. The maximum limit of 10% of the share capital also

serves to protect against dilution. Other shares issued or sold during the term of this authorisation in direct or analogous application of Section 186 (3) sentence 4 AktG while disapplying pre-emption rights, e.g. from authorised capital, shall be counted towards this maximum limit. Also to be counted are shares that are created for the purpose of servicing option and/or conversion rights or conversion obligations from convertible bonds and/or bonds with warrants or stock options, provided that these bonds were issued during the term of this authorisation in analogous application of Section 186 (3) sentence 4 AktG while disapplying pre-emption rights.

The decision on the acquisition and use of own shares requires the approval of the Supervisory Board in all cases. The Management Board and the Supervisory Board will be guided solely by the well-understood interests of the shareholders and the Company.

3. Report of the Management Board on the utilisation of the authorisations

The Management Board will inform the next Annual General Meeting of any utilisation of the above authorisations.

Additional information on convening the Annual General Meeting

Total number of shares and voting rights

At the time the Annual General Meeting was convened, the Company's share capital totalled EUR 8,100,000.00, divided into 8,100,000 no-par bearer shares each representing one vote. Therefore, the total number of shares and voting rights at the time the Annual General Meeting was convened is 8,100,000. At the time the Annual General Meeting was convened, the Company held 316,835 treasury shares which do not grant the Company any rights.

Right to participate and exercising voting rights (with record date and its significance)

Shareholders who register in writing pursuant to Section 126b of the German Civil Code (BGB), in either German or English and prior to the Annual General Meeting, and who prove that they are entitled to participate in the Annual General Meeting and exercise voting rights, are authorised to take part in the Annual General Meeting and exercise said voting rights.

Shareholders must provide evidence that they are entitled to take part in the Annual General Meeting and exercise their voting rights in the form of a written record of the shareholding from the custodian institution in accordance with Section 126b BGB. This record must be in German or English. The evidence provided must refer to the beginning of the twenty-first day before the Annual General Meeting, i.e. the beginning of 28 May 2019, 00.00 CEST (the record date).

The registration and proof of the shareholding must be received by the Company at the following address, fax number or email address no later than the end of 11 June 2019, 24.00 CEST:

Bijou Brigitte modische Accessoires AG
c/o UniCredit Bank AG
CBS51CA/GM
80311 Munich
Fax: +49 (0)89 540 025 19
Email: hauptversammlungen@unicredit.de

Shareholders will be provided with their admission tickets for the Annual General Meeting once their registration is received along with evidence of their shareholdings. Unlike the proper registration and provision of evidence, however, possession of an admission ticket is not a requirement for the holder to participate.

Our shareholders are requested to send their registration and evidence of their shareholdings to the Company at the aforementioned address well in advance so that they receive their admission tickets on time.

Shareholders in the Company are only permitted to take part in the Annual General Meeting and exercise voting rights if they have provided evidence of their shareholding. The right to participate in the Annual General Meeting and the extent of a shareholder's voting rights are based solely on the shareholder's stake on the record date. Shareholders are permitted to sell their shares after the record date. The right to participate in the Annual General Meeting and the extent of each shareholder's voting rights are based solely on the shareholder's stake on the record date, even if their shareholding is sold in full or in part after the record date. The sale of shares after the record date therefore has no

effect on the right to participate in the Annual General Meeting and the extent of voting rights. The same applies if shares are acquired or added after the record date. Any person who becomes a shareholder after the record date will not be entitled to participate in the Annual General Meeting and will not have any voting rights unless acting as a proxy or legal representative. The record date is also not relevant for dividend purposes.

Proxy voting

Instead of attending the Annual General Meeting in person, shareholders are permitted to have their voting rights exercised by an authorised representative, e.g. a credit institution or shareholder association, or any other person of their choosing. Shareholders are still required to register themselves and submit evidence of their shareholdings ahead of time in accordance with the conditions above.

A form for appointing a proxy can be found on the reverse side of the admission ticket, which is sent to the shareholders once the aforementioned registration and evidence of shareholdings has been promptly and correctly submitted, and can also be downloaded at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>.

Pursuant to Section 126b of the German Civil Code (BGB), proxies may only be granted and revoked in writing. Proof of proxy must also be provided in writing. This requirement does not apply if these proxy rights are to be exercised by a credit institution, a shareholder association or any other person or institution covered by Section 135 (8) or Section 135 (10) in conjunction with Section 125 (5) of the German Stock Corporation Act (AktG). If proxy rights are granted to a credit institution, a shareholder

association or any other person or institution covered by Section 135 (8) or Section 135 (10) in conjunction with Section 125 (5) AktG, a special form of authorisation may be required because these entities must have a verifiable record of the authorisation pursuant to Section 135 (1) AktG. Shareholders who wish to be represented by a credit institution, a shareholder association or any other person or institution covered by Section 135 (8) or Section 135 (10) in conjunction with Section 125 (5) AktG are asked to agree with their intended proxy about the form of authorisation that is required, as special conditions may apply.

Evidence of proxy rights having been granted may be demonstrated by the appointed party on the day of the Annual General Meeting by presenting the proxy authorisation when entering the meeting. Proxy rights can also be demonstrated to the Company by sending the proof to the following address, fax number or email address:

Bijou Brigitte modische Accessoires AG
c/o Better Orange IR & HV AG
Haidelweg 48
81241 Munich
Fax: +49 (0)89 889 690 655
Email: bijou-brigitte@better-orange.de

The aforementioned communication channels are also available if proxy rights are granted by declaring this to the Company; there is no need to provide additional proof that proxy rights have been granted in this case. By the same token, proxy rights that have already been granted can be revoked by informing the Company using the aforementioned communication channels.

As a service to its shareholders, the Company may appoint a designated proxy before the Annual General Meeting. This proxy will follow the instructions provided by the shareholder. Any shareholders who wish to make use of this opportunity must register in time for the Annual General Meeting and provide evidence of their shareholdings in accordance with the aforementioned conditions. Granting and revoking proxies and showing proof of proxy must be made in writing in accordance with Section 126b BGB.

If a shareholder wishes to nominate a Company-appointed proxy, they must issue instructions for how the proxy should exercise their voting rights. The proxy appointed by the Company will not be authorised to exercise voting rights without these instructions. The proxy is obliged to vote in line with instructions. Proxies who are provided with unclear instructions will abstain from voting on agenda items; this also applies to unforeseen proposals. The proxy will not accept requests to speak, submit objections to resolutions, ask questions or submit proposals. The form for authorising the Company-appointed proxy can be found on the reverse side of the admission ticket, which is sent to the shareholders once the aforementioned registration and evidence of shareholdings has been promptly and correctly submitted, and can also be downloaded on the Company's website at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>.

For organisational reasons, proxy authorisations and instructions to the Company's designated proxies which are issued before the Annual General Meeting should be received by the Company at the following address, fax number or email address no later than 17 June 2019, 24.00 CEST (date of receipt by the Company):

Bijou Brigitte modische Accessoires AG

c/o Better Orange IR & HV AG
Haidelweg 48
81241 Munich
Fax: +49 (0)89 889 690 655
Email: bijou-brigitte@better-orange.de

In addition, shareholders, shareholder representatives and their authorised representatives who have registered correctly and on time and are present at the Annual General Meeting will have an opportunity during the Annual General Meeting before voting begins to authorise the Company's designated proxy to exercise their voting rights as instructed or to change instructions already issued.

Proposals to add agenda items pursuant to Section 122 (2) of the German Stock Corporation Act (AktG)

Shareholders with a combined stake equal to one-twentieth (5%) of the share capital or the proportionate amount of the share capital of EUR 500,000.00 are entitled to request that items be placed on the agenda and publicised. Each new item must be submitted along with a statement of grounds or a draft resolution. The request (along with the statement or draft) should be directed to the Management Board of the Company in writing and must be received by the Company no later than 18 May 2019, 24.00 CEST, at the following address:

Bijou Brigitte modische Accessoires AG
Management Board
Poppenbütteler Bogen 1
22399 Hamburg

In respect of requests for additional agenda items, applicants must prove that they have owned the shares for at least 90 days before the day on which the request is received and that they will hold the shares until the Management Board reaches a decision about their proposal or until the courts reach a decision about the request if the Management Board does not comply with the proposal. The provisions of Section 121 (7) of the German Stock Corporation Act (AktG) apply accordingly.

Section 70 AktG sets out methods for calculating how long shares have been held in respect of requests for additional agenda items. Confirmation from the custodian institution is regarded as sufficient evidence.

Counter-proposals pursuant to Section 126 (1) of the German Stock Corporation Act (AktG)

Shareholders are entitled to submit counter-proposals to proposals made by the Management Board and/or Supervisory Board related to a particular agenda item in accordance with Section 126 (1) AktG.

Counter-proposals (including any statement) received by the Company at the address, fax number and email address below by 3 June 2019, 24.00 CEST, will be made available online as soon as they are received at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung> along with the name of the shareholder, any statement of grounds for the counter-proposal and any response to it.

Counter-proposals and any statement of grounds for counter-proposals will not be made public if one of the exclusion criteria as per Section 126 (2) AktG applies. Additional information is available on the Company's

website at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>. If the statement of grounds for a counter-proposal contains more than 5,000 characters, there is no requirement to make it public.

Counter-proposals (including any statement) must be sent to the following address, fax number or email address:

Bijou Brigitte modische Accessoires AG
c/o Better Orange IR & HV AG
Haidelweg 48
81241 Munich
Fax: +49 (0)89 889 690 666
Email: bijou-brigitte@better-orange.de

Counter-proposals sent to any other address will not be taken into consideration. This will not affect the right of every shareholder to submit counter-proposals to items on the agenda during the Annual General Meeting without submitting them to the Company in advance and in good time.

Nominations made by shareholders pursuant to Section 127 AktG

Shareholders are also entitled to submit nominations for auditors and Supervisory Board members (if on the agenda). No statement of grounds is required for these nominations.

Nominations received by the Company at the address, fax number or email address by 3 June 2019, 24.00 CEST, will be made available on the Company's website as soon as they are received at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung> along with the

name of the shareholder and any response to the nomination. There is no requirement to make shareholder nominations public if they do not contain the name, occupation and place of residence of the nominee, or, for proposed Supervisory Board members (if on the agenda), additional information about membership of other legally mandated Supervisory Boards. Nominations will not be made public if one of the exclusion criteria as per Section 126 (2) AktG applies. Additional information is available on the Company's website at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>.

Nominations must be sent to the following address, fax number or email address:

Bijou Brigitte modische Accessoires AG
c/o Better Orange IR & HV AG
Haidelweg 48
81241 Munich
Fax: +49 (0)89 889 690 666
Email: bijou-brigitte@better-orange.de

Nominations sent to any other address will not be taken into consideration. This will not affect the right of every shareholder to submit nominations during the Annual General Meeting without submitting them to the Company in advance and in good time.

Right to information pursuant to Section 131 (1) of the German Stock Corporation Act (AktG)

Upon request in the Annual General Meeting, every shareholder must be informed by the Management Board about matters of the company

including the legal and business relations with affiliated companies as well as about the situation of the Group and the companies covered by the consolidated financial statements provided that such information is required to properly assess the items on the agenda. Any request for information must be made verbally during the Annual General Meeting. The Management Board may refuse the request for the reasons specified in Section 131 (3) AktG. For more information about the circumstances under which the Management Board is entitled to refuse requests for information, please see the Company's website at <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>.

Publications on the website

Additional information is available from the website of Bijou Brigitte modische Accessoires AG <https://group.bijou-brigitte.com/en/investor-relations/hauptversammlung>. Shareholders can download all of the relevant forms and documents from the "Annual General Meeting" section. The information about the Annual General Meeting required under Section 124a AktG is also available from the website.

We wish to refer at this point to the duty of notification pursuant to Section 33 et seqq. of the German Securities Trading Act (WpHG) and the legal consequences of shareholders losing all rights arising from their shares under Section 44 WpHG if they breach this duty of notification.

Data protection information for shareholders

Bijou Brigitte modische Accessoires Aktiengesellschaft processes personal data (last name, first name, postal address, email address, number of shares, share ownership type and ticket number; if applicable, also last name, first name, postal address and e-mail address of the proxy

nominated by the respective shareholder) based on applicable data protection legislation and the German Stock Corporation Act (AktG) to enable shareholders to exercise their rights at the Annual General Meeting.

Processing your personal data is mandatory for your participation in the Annual General Meeting. Bijou Brigitte modische Accessoires Aktiengesellschaft is the data controller. The legal basis for this processing is the AktG together with Article 6 (1) c) of the General Data Protection Regulation (GDPR).

The service providers appointed by Bijou Brigitte modische Accessoires Aktiengesellschaft to conduct the Annual General Meeting only receive personal data from Bijou Brigitte modische Accessoires Aktiengesellschaft that is required to perform the contracted service and process this data exclusively in accordance with the instructions issued by Bijou Brigitte modische Accessoires Aktiengesellschaft.

Your personal data is deleted or anonymised as soon as it is no longer required for the aforementioned purpose and we are no longer obliged to retain it further in accordance with statutory documentation and retention requirements.

You have a right of access, rectification, restriction, objection and deletion regarding the processing of your personal data, as well as the right to data portability in accordance with Chapter III of the GDPR. You can assert these rights to Bijou Brigitte modische Accessoires Aktiengesellschaft directly via the email address

privacy@bijou-brigitte.com

or by using the following contact information:

Bijou Brigitte modische Accessoires Aktiengesellschaft
Poppenbütteler Bogen 1
22399 Hamburg

You also have the right to lodge a complaint with data protection supervisory authorities in accordance with Article 77 of the GDPR.

You can reach the Company's data protection officer at:

Bijou Brigitte modische Accessoires Aktiengesellschaft
Data Protection Officer
Poppenbütteler Bogen 1
22399 Hamburg

Email: privacy@bijou-brigitte.com

Hamburg, May 2019

Bijou Brigitte modische Accessoires Aktiengesellschaft
The Management Board