

MEDIA RELEASE

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Forbo launches sale of treasury shares

Forbo intends to sell 63,000 treasury shares by way of an accelerated bookbuilding starting immediately. Forbo's anchor shareholder and member of the Board of Directors, Michael Pieper, as well as Forbo's Executive Chairman, This E. Schneider, committed to purchase all shares in case the shares are not sold to other investors.

Baar, August 7, 2017

As announced in the context of the publication of the 2017 half-year results, Forbo today launches the sale of treasury shares. Forbo intends to sell 63,000 treasury shares in the market via an accelerated bookbuilding process by way of a placement in Switzerland and private placements outside of Switzerland in accordance with applicable securities laws (the "Placement"). The Placement represents 3.5% of Forbo's share capital and the majority of the treasury shares held by Forbo. Forbo is selling the treasury shares for tax law-related reasons towards the end of the six-year holding period.

Forbo's anchor shareholder and member of the Board of Directors, Michael Pieper, through his vehicle Artemis Beteiligungen I AG, committed to purchase up to 55,000 shares and Forbo's Executive Chairman, This E. Schneider, committed to purchase up to 8,000 shares, each based on a firm order at a price of CHF 1,420 per share if the shares are not allocated to other investors at the same or at a higher price. By doing so, Michael Pieper underlines his commitment to Forbo, while in any case remaining below the threshold of 33 1/3% of the voting rights.

The bookbuilding starts immediately and the price of the placed shares will be determined after the bookbuilding process will have been completed. Credit Suisse is acting as sole bookrunner for the Placement.

Within the framework of a stabilization program in accordance with Article 126 of the Swiss Federal Financial Market Infrastructure Ordinance, Forbo may direct Credit Suisse to purchase on its behalf within thirty calendar days following the pricing of the Placement up to 10,000 own shares at a price not exceeding the Placement price.

Forbo is a leading manufacturer of floor coverings, building and construction adhesives, as well as power transmission and conveyor belt solutions. The company employs more than 5,500 people and has an international network of 24 production facilities and distribution companies, 6 assembly centers as well as 45 pure sales organizations in a total of 36 countries across the globe. The company generated net sales of CHF 1,185.5 million in the 2016 business year. Forbo is headquartered in Baar in the canton of Zug, Switzerland.

The Group company Forbo Holding Ltd is listed on the SIX Swiss Exchange (securities number 354151, ISIN CH0003541510, Bloomberg FORN SW, Reuters FORN.S).

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Important notice

This media release is not an issue prospectus pursuant to Article 652a respectively 1156 of the Swiss Code of Obligations, nor is it a listing prospectus as defined in the listing rules of SIX Swiss Exchange or a prospectus under any other applicable laws.

This media release does not constitute an offer to sell or a solicitation of an offer to purchase shares of Forbo; neither in the U.S., nor in Switzerland, nor in any other jurisdiction. There will be no offering of the shares in the U.S. (in reliance on Regulation S under the U.S. Securities Act of 1933). In the UK, this media release is only directed at persons falling within Article 19(5) or 49(2)(a)-(d) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005. In EEA member states which have implemented the Prospectus Directive, this media release is only directed at persons who are "qualified investors" within the meaning of the Prospectus Directive.

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