

Kids Brands House N.V.
Amsterdam, the Netherlands
Notice to attend the
Extraordinary Meeting of Shareholders

Shareholders of Kids Brands House N.V. (the "Company") are hereby invited to attend the Annual General Meeting of Shareholders of the Company. The meeting will take place on November 23, 2015 at 13:00 hours at the Company's office at Laan van Diepenvoorde 3, 5582 LA Waalre, the Netherlands and will be held in the English language.

The agenda for the meeting is as follows:

1. Opening;
2. Report of the Management Board in respect of the financial year 2014/2015;
3. Report of the Supervisory Board in respect of the financial year 2014/2015;
4. Adoption of the annual accounts for the financial year 2014/2015;
5. Distribution of the result for the financial year 2014/2015;
6. Discharge of the Members of the Management Board with respect to the performance of their duties during the financial year 2014/2015;
7. Discharge of the Members of the Supervisory Board with respect to the performance of their duties during the financial year 2014/2015;
8. The applicability of the Dutch Corporate Governance Code;
9. Appointment of Stroeken Rossieau B.V. as auditors for the financial year 2015/2016;
10. Miscellaneous;
11. Closing.

Beginning today the complete agenda, the draft of the amendment of the Articles of Association and the annual accounts for the financial year 2014/2015 will be made available for examination at the office of the Company, Laan van Diepenvoorde 3, 5582 LA Waalre, in the investor relations section on the website of the company (www.kids-brands-house.com) as well as at Bankhaus Gebr. Martin AG, Kirchstrasse 35, 73033 Göppingen for the period until the end of the Annual General Meeting of Shareholders.

Shareholders who wish to attend the meeting are requested via their bank or broker to lodge with Bankhaus Gebr. Martin AG, Kirchstrasse 35, 73033 Göppingen, a confirmation that their shares are registered in their name on the registration date. The Management Board has set the registration date at November 16, 2015. The written confirmation must be received by Bankhaus Gebr. Martin AG not later than November 17, 2015, by 12:00 hours. Shareholders will receive a certificate of registration (certificate of deposit) together with the certificate of deposit number by email or post. Shareholders will be admitted to the meeting on presentation of their certificate of deposit number, which serves as identification on registration.

Every Shareholder may appoint a proxy to attend the Annual General Meeting on behalf of his person by granting such a right in a written power of attorney. The proxy can be authorized either via sending an email to the Company: info@kids-brands-house.com or by entitlement on the backside of the certificate of deposit number.

Kids Brands House N.V.

The Supervisory Board
Harald Hepperle

The Management Board
Astrid Schulte
Özgür Bender

Waalre, November 5, 2015