

INVITATION TO THE ANNUAL GENERAL MEETING OF BOBST GROUP SA

which will be held
on Wednesday, March 28, 2018, at 5:00 p.m.
at the Competence Center – Bobst Group SA,
route de Faraz 3, CH-1031 Mex
(doors and registration desk will open at 4:00 p.m.)

AGENDA AND PROPOSALS OF THE BOARD OF DIRECTORS:

1. Approval of the Annual Report, the Company's Accounts and the Group's Consolidated Accounts for the Financial Year 2017

The Board of Directors proposes that the annual report, the Company's accounts and the Group's consolidated accounts for the financial year 2017 be approved.

2. Discharge of the Members of the Board of Directors

The Board of Directors proposes that discharge be granted to the members of the Board of Directors for their activities during the financial year 2017.

3. Resolution on the Appropriation of Available Earnings on December 31, 2017 and Distribution of a Dividend

Available earnings:	CHF
Balance carried forward	122 940 273.76
Profit for the year 2017	<u>25 062 711.93</u>
Total	148 002 985.69

The Board of Directors proposes the following dividend and appropriation of available earnings:

Dividend of CHF 2.60 gross per share
on maximum 16 518 478 shares*

Maximum dividend payout*	42 948 042.80
Balance carried forward	105 054 942.89

* The proposed maximum dividend payout is calculated on the basis of the total number of 16 518 478 registered shares.

4. Re-elections to the Board of Directors

The Board of Directors proposes the following re-elections to the Board of Directors:

4.1 Re-election of Mr. Alain Guttman

as member of the Board of Directors until the end of the next Annual General Meeting.

4.2 Re-election of Mr. Thierry de Kalbermatten

as member of the Board of Directors until the end of the next Annual General Meeting.

4.3 Re-election of Mr. Gian-Luca Bona

as member of the Board of Directors until the end of the next Annual General Meeting.

4.4 Re-election of Mr. Jürgen Brandt

as member of the Board of Directors until the end of the next Annual General Meeting.

4.5 Re-election of Mr. Philip Mosimann

as member of the Board of Directors until the end of the next Annual General Meeting.

4.6 Re-election of Mr. Patrice Bula

as member of the Board of Directors until the end of the next Annual General Meeting.

4.7 Re-election of Mr. Alain Guttman as Chairman

until the end of the next Annual General Meeting.

5. Re-elections to the Remuneration and Nomination Committee

The Board of Directors proposes the following re-elections to the Remuneration and Nomination Committee:

5.1 Re-election of Mr. Gian-Luca Bona

as member of the Remuneration and Nomination Committee until the end of the next Annual General Meeting.

5.2 Re-election of Mr. Thierry de Kalbermatten

as member of the Remuneration and Nomination Committee until the end of the next Annual General Meeting.

6. Amendments of the Articles of Association

Amendment of article 23 quinquies, subparagraph 1 – Remuneration of the Group Executive Committee, Securities Attribution

The Board of Directors proposes to amend subparagraph 1 of article 23 quinquies of the Articles of Association as follows (changes against the current version of the Articles of Association are highlighted with deletions, and underscored in case of amendments):

"The members of the Group Executive Committee receive a fixed remuneration and a variable remuneration. The variable remuneration can reach ~~200~~120 percent of the fixed annual remuneration. The variable remuneration is paid according to the degree of achievement of individual quantitative and qualitative objectives. The objectives and the level of achievement are determined by the Board of Directors upon recommendation by the Remuneration and Nomination Committee."

Amendment of article 31, subparagraph 3 – Quorum and Resolutions

The Board of Directors proposes to amend subparagraph 3 of article 31 of the Articles of Association as follows (changes against the current version of the Articles of Association are highlighted with deletions, and underscored in case of amendments):

"The resolutions of the Board of Directors can be validly adopted by written consent (letter, fax, e-mail, or similar means) by the majority of the members of the Board in response to a proposal, unless one of them requests a meeting in person~~discussion~~. Resolutions can also be adopted by the consent of the majority of the Board's members given by telephone, videoconference or similar means of communication, ~~unless one of them requests a discussion~~. These resolutions are recorded in minutes prepared for the following meeting of the Board."

7. Approval of Remuneration

The Board of Directors proposes to approve the following maximum aggregate amounts of remuneration for the Board of Directors and the Group Executive Committee:

7.1 Approval of the Remuneration for the Board of Directors for the period from the end of the Annual General Meeting 2018 until the end of the Annual General Meeting 2019

Maximum aggregate amount of remuneration of
CHF 1 600 000

7.2 Approval of the Remuneration for the Group Executive Committee for:

7.2.1 The financial year 2018:

An increase by a maximum amount of CHF 1 000 000 (due to an ordinary review of the remuneration system executed by the Remuneration and Nomination Committee in the course of 2017) from the maximum aggregate amount of CHF 6 000 000 previously approved by the Annual General Meeting 2017 up to a maximum aggregate amount of CHF 7 000 000, as foreseen by article 23 ter subparagraph 4 of the Articles of Association;

7.2.2 The financial year 2019:

Maximum aggregate amount of remuneration of CHF 7 000 000.

8. Re-election of the Auditors

The Board of Directors proposes the re-election of PricewaterhouseCoopers SA as Auditors for the financial year 2018.

9. Re-election of the Independent Representative

The Board of Directors proposes the re-election of Ofisa SA, Lausanne, as Independent Representative until the end of the next Annual General Meeting.

Explanations:

Agenda Item 3: Resolution on the Appropriation of Available Earnings and Distribution of a Dividend

Provided that the proposal of the Board of Directors is approved, the gross dividend will amount to CHF 2.60 per share, less Swiss withholding tax of 35%. The shares will be traded ex-dividend as of April 3, 2018. The net dividend will be payable as from April 5, 2018.

Agenda Item 4: Elections to the Board of Directors

The detailed CV of the persons proposed for re-election as members of the Board of Directors are included in the annual report 2017 in the chapter on Corporate Governance and on the Company's website (<http://investors.bobst.com>).

Agenda Item 6: Amendments of the Articles of Association

Article 23 quinquies, subparagraph 1:

In the course of 2017, the Remuneration and Nomination Committee executed an ordinary review of the remuneration system for the members of the Group Executive Committee. It came to the conclusion that the Company may wish to grant higher variable remuneration to the members of the Group Executive Committee in case of high performance achievements.

The proposal intends (i) to make the remuneration system more flexible, in particular the variable remuneration element, (ii) to strengthen the alignment of interests between management and shareholders, and (iii) to remain a competitive and attractive employer.

Article 31, subparagraph 3:

The proposal intends to clarify that the Board of Directors in particular may take valid decisions via a conference call in a final and binding manner.

Agenda Item 7: Approval of Remuneration**7.1 Board of Directors**

The Board of Directors proposes an aggregate maximum amount of CHF 1 600 000 for the remuneration of all six members of the Board of Directors for the period from the Annual General Meeting 2018 until the end of the Annual General Meeting 2019.

7.2 Group Executive Committee

The Remuneration and Nomination Committee executed an ordinary review of the compensation system of the members of the Group Executive Committee in the course of 2017. As a consequence, it is proposed to make the compensation system more flexible and strengthen the variable compensation part by (i) adjusting the maximum variable compensation ratio (as per agenda item 6) and (ii) increasing the maximum aggregate amount of Group Executive Committee remuneration for the financial year 2018 that had been approved by the Annual General Meeting 2017. It is the Company's intention to thereby enhance alignment of the interests of the shareholders and the members of the Group Executive Committee and to remain a competitive and attractive employer.

The aggregate amounts proposed for the Group Executive Committee as remuneration for the financial years 2018 and 2019 are maximum amounts. The full amount is only paid out if, in addition to their fixed salary, each member of the Group Executive Committee is paid the maximum variable remuneration as a result of achieving or exceeding the performance objectives defined for each individual.

Annual Report and Remuneration Report

The Annual Report for the financial year 2017, including the annual Company's accounts and the Group's consolidated accounts, the Remuneration Report as well as the reports of the Auditors will on request be sent to shareholders registered in the Share Register, to the last address communicated to the Company. These documents are also available for consultation from February 27, 2018, at the Company's head office or on the Company's website (<http://investors.bobst.com/publications>).

Admission Cards

Holders of registered shares of Bobst Group SA who are registered in the Share Register with voting rights will receive a registration card together with the invitation to the Annual General Meeting. Admission cards and voting coupons will be sent on request from March 16, 2018.

Representatives

Shareholders registered in the Share Register with voting rights may be represented at the Annual General Meeting by completing and signing the proxy on the registration card. A shareholder can only be represented at the Annual General Meeting by another shareholder registered in the Share Register with voting rights (Article 18 of the Articles of Association). Shareholders are also entitled to be represented by Ofisa SA, chemin des Charmettes 7, 1002 Lausanne, acting as independent representative.

Electronic Platform for Voting Instructions

Shareholders registered in the Share Register with voting rights have the possibility to give voting instructions to the independent representative by using a web platform until March 26, 2018. Details can be found on the enclosed notice "Electronic Registration and Issuance of Power of Attorney via Investor Portal".

Voting Rights

Shareholders registered in the Share Register with voting rights on March 26, 2018, are entitled to attend the Annual General Meeting and vote their shares. If the shares are sold prior to the Annual General Meeting, shareholders are not allowed to take part.

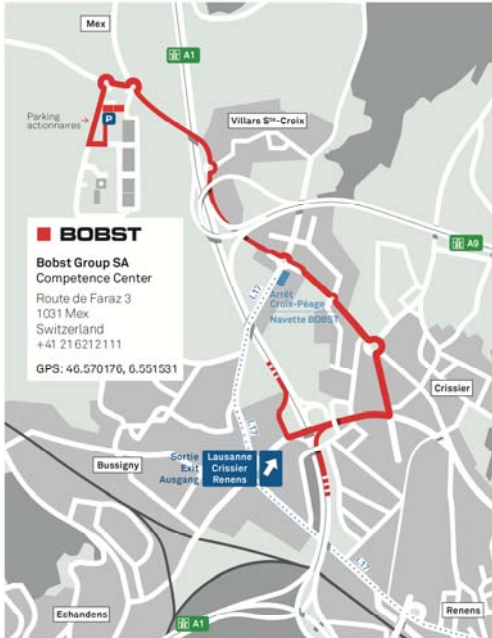
In case of discrepancy, the French version of this invitation prevails.

Bobst Group SA

The Board of Directors

Mex, February 26, 2018

NB: Please address all correspondence or address changes to:
Bobst Group SA
c/o Computershare Schweiz AG
Baslerstrasse 90, Postfach, CH-4609 Olten



Transport

We recommend that you use public transport. Line 17 of the TL (public transport of the Lausanne region) departs from Georgette, six times per hour, and you should get off at Croix-Péage. From there, a BOBST shuttle service will take you to the place of the shareholder registration. It takes 30 minutes from Croix-Péage to the meeting place, and the last shuttle will depart at 16:45. For your return journey, the shuttle service will run from the end of the meeting until 19:55, last departure. Please note, the Bobst Mex site is also served by line 32 TL, however it will not be available for the return.