

- **Presentation of Key Performance Indicators for the Third Quarter 2009**
- **New Forecast**

Düsseldorf, 05.11.2009 – Essanelle Hair Group completes the first nine months of the current business year with a turnover of 95.5 million Euros, after reaching 95.8 million Euros during the same period last year (-0.2%). After experiencing a growth in turnover in the second quarter, the third quarter showed a decline of 1.2%. After the first nine month EBITDA was 7.2 million Euros, 10.4% below last year's value of 8.1 million Euros. The company reached a pre-tax result of 2.9 million Euros, which was previously 3.8 million Euros (-22.9%).

Given this situation, the Essanelle Hair Group is expecting to reach turnovers over the entire business year 2009 that are close to last year's figures. Given the closing of 43 salons, 29 of those alone because of the Hertie insolvency, as well as a weakened demand, a growth in turnover does not seem possible at present. The Federal Statistical Office determined a decline in turnovers in the retail sector of 4.8% nominally and 3.9% realistically in the month of September alone. Based on this development in turnover, the company is also adjusting its pre-tax result forecast. EBT should lie between 5.5 million Euros and 6.0 million Euros in the entire business year 2009 – after reaching 6.4 million Euros last year.

For further details of the second quarter 2009, please refer to the Q3 report on the company's website at www.essanelle-hair-group.com. The Interim Report 3/2009 will be published on November 20, 2009.

Contact:

Michael Müller, Linh Chung, Haubrok Investor Relations, 0211-30126106, m.mueller@haubrok.de

essanelle
Ihr Friseur

HAIR EXPRESS

10 TOP
TEN
Über 100 Jahre am Friseurstand

essanelle

SUPER
CUT

Beauty HairShop

Essanelle Hair Group AG
Vorsitzender des Aufsichtsrats:
Fritz Kuhn
Vorstand:
Achim Mansen (Vorsitzender),
Dieter Bonk, Dirk Wiethölter
Sitz: Düsseldorf HRB 40749

Niederkasseler Lohweg 20 | 40547 Düsseldorf
Fon 02 11.17 48 - 0 | Fax 02 11.17 48 - 290
Postfach 11 03 43 | 40503 Düsseldorf
E-Mail: kontakt@essanelle-hair-group.com
Internet: www.essanelle-hair-group.com
Bankverbindung: Dresdner Bank Düsseldorf
Konto 420 100 000 | Bankleitzahl 300 800 00