

## Press Release

- **Dividends of 50 cent per share in 2010**
- **All agenda items approved at the Annual General Meeting**
- **A positive outlook for 2011**

Düsseldorf, 17 June, 2011 – Essanelle Hair Group AG pays dividends of 50 cent per share, like in previous years, also for the 2010 financial year following approval at the Annual General Meeting. With a share price of EUR 9.45 (as of 16 June, 2011) the dividend yield amounts to about 5.3 %. In addition to this recommendation, the company shareholders agreed to all other agenda items with a large majority at today's Annual General Meeting in Düsseldorf.

Achim Mansen, Chief Executive Officer (CEO) of the company, said in his speech: "We are delighted to be able to again distribute continuously high dividends also for the 2010 financial year. The focus of the current financial year is to increase our earnings figures in order to secure this trend also in years to come. In support of this we will also continue on our path of expansion."

Essanelle Hair Group AG started the 2011 financial year with a slight increase in sales revenue and earnings. Sales revenue in the first three months was EUR 30.9 million, an increase from EUR 30.7 million in the previous year. Earnings Before Tax were improved from EUR 0.3 million to EUR 0.6 million. The Management Board anticipates a sales growth of between 2 and 3 % for the 2011 financial year. Earnings Before Tax should improve by at least 5 %.

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Ihr Friseur

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beautyhairshop  
The Hairdresser's Paradise

Essanelle Hair Group AG

Vorsitzender des Aufsichtsrats:

Fritz Kuhn

Vorstand:

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