



KEY FIGURES

for 1 January to 30 September 2011/2010 (IFRS)

| million € | 2011 | 2010 | Change* |
|-----------------------|--------|--------|---------|
| Consolidated sales | 95.0 | 94.0 | +1.1% |
| essanelle Ihr Friseur | 42.2 | 43.3 | -2.7% |
| Super Cut | 15.9 | 15.6 | +2.1% |
| HairExpress | 28.4 | 26.3 | +7.9% |
| TOP TEN | 3.5 | 3.8 | -7.1% |
| Beauty Hair Shop | 5.0 | 4.9 | +0.5% |
| EBITDA | 7.2 | 5.9 | +21.7% |
| EBIT | 3.5 | 2.1 | +71.0% |
| EBT | 3.3 | 1.8 | +80.1% |
| Annual net income | 1.9 | 1.1 | +74.6% |
| EPS | 0.43 € | 0.24 € | |

*including rounding effects

Financial Calendar

Analysts Conference

21 November 2011 (equity capital forum)

Annual Report 2011

31 March 2012

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PREAMBLE OF THE MANAGEMENT BOARD

Dear Readers,

Our performance indicators for the first nine months show how well Essanelle Hair Group AG has developed over the course of the current financial year. We were able to increase our sales revenue by more than 1% to EUR 95.0 million. This year we focused on earnings performance in order to reverse the declining trend of the previous two years. We are already able to say that we are going to achieve this in 2011. After nine months, all our earnings performance indicators have increased significantly. The increase of earnings before tax amounts to approximately 80%. Here we have generated EUR 3.3 million, compared to the previous year's figure of EUR 1.8 million. On the one hand we were able to achieve this by increasing sales and on the other hand by reducing costs for example by making only sub-proportional increases in personnel expenditures. Overall we currently lie above our initial forecasts regarding earnings.

Of course we cannot uphold these very good increase rates throughout the year. Because of the traditionally strong fourth quarter, the majority of our sales and especially of our earnings only accumulates towards the end of the year. Furthermore, after selling the trademark rights of TOP TEN in spring, we also parted with the salons within this concept at the end of the third quarter. We have sold 19 of our 29 TOP TEN salons. These are not going to generate any sales and therefore will make no profit contribution to Essanelle Hair Group in the fourth quarter. We have transformed the remaining 10 salons of TOP TEN in line with our other concepts. Over the course of this year, we have already explained that parting from TOP TEN is the correct strategic measure to enable us to focus fully on the three big concepts within the framework of our growth strategy: essanelle Ihr Friseur, HairExpress and Super Cut. With regard to essanelle Ihr Friseur, we have a slight decrease of only 5 salons to report. We have one new Super Cut salons and an impressive 14 new HairExpress salons. Our main focus lies in opening new salons in shopping centres and convenience stores. Here we will diligently continue to focus on growth.

In the short term, sales will drop from the beginning of the fourth quarter, due to the sale of the TOP TEN salons, resulting in our forecast that there will be no increase in sales for the complete calendar year of 2011. For a final statement regarding the overall sales performance in 2011, we need to wait for the results of the fourth quarter, particularly the Christmas sales. Consumer trends continue to be very favourable, mainly due to the low rate of unemployment and increasing salaries. At present, it is impossible to estimate which short term and medium term consequences the current national debt crisis, the uncertainty on the stock exchange and a possible slump of the economy will have.

But regarding earnings, we are already able to make definite statements after the first strong nine months of this year: We will achieve our projected increase of earnings before tax (EBT) by at least 5%. We could even achieve figures above this if the year-end business takes a normal course.

Taking everything into account, it seems that 2011 is going to be a successful financial year for our company and therefore for our shareholders. The slight drop in our speed of growth and the strategic decision to sell TOP TEN, have only placed a small burden on our sales. At the same time we were able to create a positive structure regarding earnings, just as we intended, by various measures including the good performance of the other concepts and cost management. We expect a performance that will continue to grow moderately for the coming years and therefore also a strengthening of our ability to pay dividends. At a share price that has, apart from a few fluctuations, always ranged between EUR 8 and EUR 9 in the past years, we are able to report a steady dividend yield of between 5.5 and 6%, at a distribution of EUR 0.50 so far. We believe that this is particularly attractive during uncertain times on the stock exchange.

The Management Board



Achim Mansen
(Chairman of the Management Board)



Dieter Bonk
(Management Board)



Dirk Wiethölter
(Management Board)

BUSINESS TRENDS

The financial year 2011 continues to show lively national consumption in Germany – even if the performance gets weaker over the course of the year. According to the Federal Statistical Office, in the first nine months of 2011, the German retail sector grossed an increase of 1.2% real and 2.7% nominal as opposed to the same period in the previous year. Just in the month of September, the increase amounted to 2.2% nominal and 0.3% real.

Essanelle Hair Group generated increasing sales in the first nine months of 2011 compared to previous year. In addition to the overall supportive economic development, the new salons opened in the previous year also contributed to this. For the first three quarters of 2011 Essanelle Hair Group recorded a sales increase of 1.1% from EUR 94.0 million to EUR 95.0 million.

The number of salons stood at 702 salons at the end of the third quarter, compared to 695 salons at the end of the third quarter of 2010 and 702 salons at the end of the previous financial year. So far, 18 new salons have been opened, while 18 salons have been closed. The earnings performance indicators of Essanelle Hair Group AG developed excellently and significantly, as well as somewhat disproportionately, to the sales performance: Earnings before tax (EBT) increased to EUR 3.3 million after the first nine months of 2011 compared to EUR 1.8 million in the same period of previous year. This is equivalent to an increase of 80.1%, which in addition to sales growth, can mainly be traced back to reduced expenses for advertising and marketing as well as personnel expenditures which increased less than sales.

As of 1st October 2011, Essanelle Hair Group had sold 19 of their 29 TOP TEN salons, after having sold the trademark rights of TOP TEN at the beginning of the year. The remaining 10 salons have been modified in line with the salons of the other three brand concepts. Because of the sale of the 19 TOP TEN salons and the resulting reduction of sales in the traditionally strong fourth quarter, a sales increase for the group as a whole is not to be expected for the complete calendar year. However, in view of the strong earnings performance indicators after nine months, the goal of increasing earnings before tax (EBT) by at least 5% will nevertheless be achieved.

Regarding the individual salon concepts, the HairExpress concept was able to record the highest absolute revenue growth with an increase of 7.9% to EUR 28.4 million compared to EUR 26.3 million in the corresponding period of the previous year. The number of HairExpress salons increased from 234 salons in the same period of previous year to 248 salons. The Super Cut brand achieved a growth of 2.1% to EUR 15.9 million after EUR 15.6 million in the previous year. Here the number of salons increased from 103 to 104. essanelle Ihr Friseur generated sales of EUR 42.2 million in the first nine months compared to EUR 43.3 million in the same period of the previous year (-2.7%). Compared to the same period of previous year, the number of salons within this concept decreased by 5 to 291. Sales of TOP TEN decreased from EUR 3.8 million to EUR 3.5 million. The 29 salons within this concept had been sold or converted to other concepts by the start of the fourth quarter. The Beauty Hair Shop concept, which specialises in the sale of exclusive hair care products, recorded sales which, at EUR 5.0 million, were slightly above the previous year's level of EUR 4.9 million, even though the number of shops decreased from 31 to 30. The professional advice offered in the Beauty Hair Shops is a significant element contributing to the continuing success of this concept.

The revenue portion of services amounted to EUR 80.9 million in the first nine months and therefore to approximately 85.1% (previous year: EUR 80.0 million; 85.1%). The sale of exclusive hair care products in the salons and Beauty Hair Shops contributed a portion of EUR 14.1 million or 14.9% to the overall sales revenue (previous year: EUR 14.0 million or 14.9%).

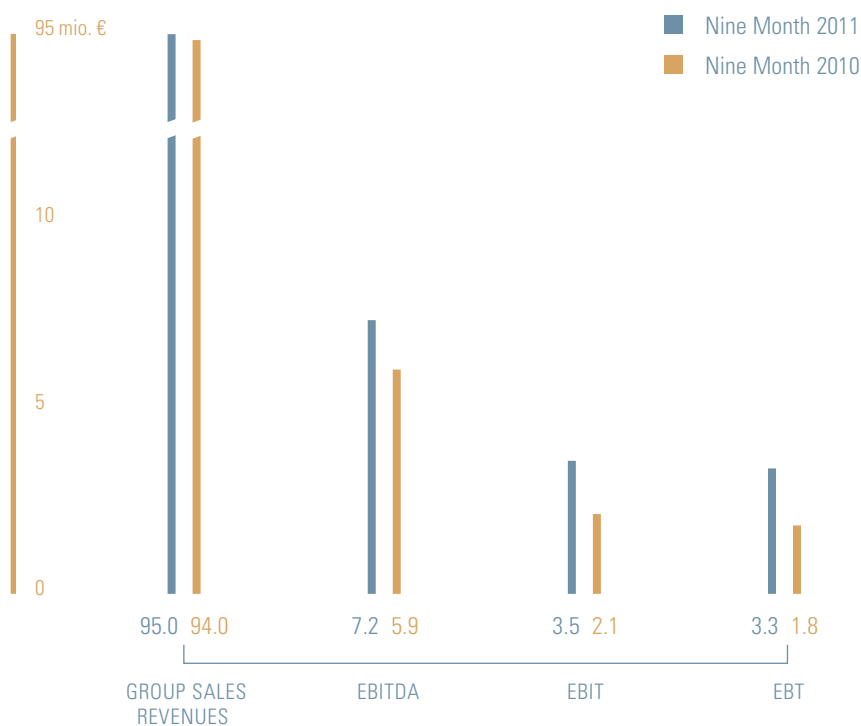
Concept – Salons – Employees – Sales revenues

| Concepts | 1st to 3rd Quarter 2011 | | | 1st to 3rd Quarter 2010 | | |
|-----------------------|-------------------------|------------------------|-----------------|-------------------------|------------------------|-----------------|
| | Number of Salons | Employees ¹ | Sales million € | Number of Salons | Employees ¹ | Sales million € |
| essanelle Ihr Friseur | 291 | 1,936 | 42.2 | 296 | 2,048 | 43.3 |
| Super Cut | 104 | 529 | 15.9 | 103 | 574 | 15.6 |
| HairExpress | 248 | 1,333 | 28.4 | 234 | 1,277 | 26.3 |
| TOP TEN | 29 | 133 | 3.5 | 31 | 155 | 3.8 |
| Beauty Hair Shop | 30 | 105 | 5.0 | 31 | 112 | 4.9 |
| Total | 702 | 4,036 | 95.0 | 695 | 4,166 | 94.0 |

¹ without Overhead

EARNINGS PERFORMANCE

The income statement of Essanelle Hair Group shows an increase of sales revenue by 1.1% from EUR 94.0 million to EUR 95.0 million. Rounded off, the other operational earnings remained on the previous year's level of EUR 1.0 million. In the first nine months of 2011, the expenditure for material and supplies increased by 1.6% from EUR 7.5 million to EUR 7.6 million. The ratio of expenditure for material and supplies to sales thereby remained on the previous year's level of 8.2%. Personnel expenditure increased only slightly by 0.4%, from EUR 53.9 million to EUR 54.1 million. Thus, the personnel expenditure to sales ratio amounted to 56.9% after the first nine months of the current year compared to 57.3%. Rent and utility costs were exactly on the same level as in 2010 at EUR 19.1 million. Other operational expenditures, which predominantly include marketing and energy costs, have decreased from EUR 8.7 million to EUR 8.1 million. This results in an improvement of 21.7% in Earnings before Interest, Taxes, Depreciation and Amortisation (EBITDA) to the amount of EUR 7.2 million compared to EUR 5.9 million in the first three quarters of 2010. Depreciation and amortisation of the company decreased by -4.8% and rounded off, lay at EUR 3.7 million compared to EUR 3.8 million in the previous year. Earnings before Interest and Taxes (EBIT) thereby increased by 71.0% from EUR 2.1 million to EUR 3.5 million. The financial result remained on the previous year's level of EUR 0.2 million. Thus the EBT after the first nine months of 2011 amounts to EUR 3.3 million compared to EUR 1.8 million in the same period of the previous year. This is an increase of 80.1%. With an increased tax expenditure from EUR 0.7 million to EUR 1.4 million, the company surplus increased from EUR 1.1 million to EUR 1.9 million (+74.6%). Finally, this amounts to a result of EUR 0.43 per share after the first nine months of 2011 compared to EUR 0.24 in the previous year.



BALANCE SHEET, INVESTMENTS AND LIQUIDITY

As of 30 September 2011, the balance sheet of Essanelle Hair Group AG shows a reduction compared to 31 December 2010, with regard to long-term net assets, such as the value of property, plant and equipment from EUR 23.4 million to EUR 22.0 million. This can be traced back in particular to the closing of salons and decreased investment. With otherwise largely unchanged positions, the long-term net assets as of the end of the third quarter amount to EUR 41.9 million compared to EUR 43.4 million as of 31 December 2010. Regarding current assets, other assets increased from EUR 0.6 million to EUR 1.2 million. By contrast, cash on hand decreased to EUR 2.3 million (31 December 2010: EUR 4.9 million). On the liabilities side, the equity ratio increased from 58.8% as of the end of the past financial year to 62.4% as of the end of the third quarter. Equity decreased slightly from EUR 32.7 to EUR 32.3 million but current liabilities have been reduced disproportionately. Long-term liabilities recorded an increase from EUR 10.6 million to EUR 10.9 million. Current liabilities on the other hand decreased significantly from EUR 12.4 million to EUR 8.6 million. Here the current income tax liabilities decreased from EUR 1.3 million to 0 and the accounts payable trade from EUR 2.2 million to EUR 0.3 million. The balance sheet total as of 30 September 2011, finally amounted to EUR 51.8 million (31. December 2010: EUR 55.6 million).

Essanelle Hair Group AG invested about EUR 2.3 million in the first nine months of 2011 compared to EUR 2.8 million in the same period of the previous year. So far over the course of the year, EUR 0.7 million has been invested in salon openings. EUR 1.2 million was invested in renovating existing salons and EUR 0.4 million in other investments.

In the first nine months, the cash flow calculation of Essanelle Hair Group shows net cash inflow from current business activities in the amount of EUR 2.3 million after EUR 0.4 million in the previous year. Here, the net cash outflow from current business activities increased significantly from EUR 2.5 million in the same period of the previous year to EUR 4.9 million currently. The outflow of paid income taxes increased from EUR 1.8 million to EUR 2.4 million. Cash flow from investment activities decreased compared to the same period of the previous year and amounted to EUR -2.1 million after EUR -2.9 million, which can be traced back to reduced purchases of property and equipment compared to the same period of the previous year. Compared to the previous year, net cash outflow from financial activities increased from EUR 1.5 million to EUR 2.8 million. Reasons for this are declining in-payments due to the assumption of financial liabilities which amounted to EUR 1.8 million in the first nine months of 2011 – compared to EUR 3.3 million in the previous year. By contrast, in this year repayments of financial liabilities amount to EUR 2.3 million (previous year: EUR 2.5 million). Net decrease of cash amounts to EUR 2.6 million and ranges significantly below the previous year's level of EUR 4.0 million. After a fund of cash and cash equivalents of EUR 1.0 million as of 30 September 2010, the fund amounts to EUR 2.3 million after the first nine months of 2011.

DEVELOPMENT OF COSTS AND PRICES

To date, the costs of Essanelle Hair Group AG have not exhibited any unexpected fluctuations over the course of the year. The prices charged by the company have also not shown any unusual changes.

EMPLOYEES

As of 30 September 2011, Essanelle Hair Group AG had a total of 4,138 employees, about 39.0% of whom are employed on a part-time basis. As at 30 September 2010, the number was 4,269 employees (part-time employees: 38.6%).

RISK REPORT

The detailed risk report of Essanelle Hair Group AG can be found in the Annual Report 2010 on pages 41 to 43. In this report, possible risks that could damage the company are described, as are necessary counter-measures within the risk management system.

THE SHARE

National and international stock exchanges declined significantly in the third quarter of 2011 due to the national debt crisis and fears of a slump in the global economy. In July, the DAX was still able to stay within the range of 7,000 to 7,500 points, but towards the end of July, the index started to move down and declined to a low of just under 5,000 points. Only in October was the DAX able to recover from this.

The shares of Essanelle Hair Group AG opened on Xetra at EUR 9.21 at the beginning of July and closed at EUR 8.87 at the end of September. This meant a declining price development of -3.7% – but overall the shares performed far better than the national indices. The highest price in the third quarter was EUR 9.60 on 13 July, and the lowest price was EUR 8.03 on 09 August.

After the Annual General Meeting in June and the decision regarding a new dividend of EUR 0.50 per share, the contacts to the financial community continued to be cultivated in the third quarter. Analysts of GSC Research upgraded the share from holding to buying in the third quarter. Analysts from performaxx have upgraded the share from overweight to buying. At the end of November CEO Achim Mansen is going to introduce Essanelle Hair Group AG at the equity capital forum of the German Stock Exchange.

SHAREHOLDER STRUCTURE (DATE: 30 SEPTEMBER 2011)

| | |
|--|--------|
| Saxonia | 89.76% |
| Freefloat according to German Stock Exchange | 10.24% |

SHARE DATA, 3RD QUARTER 2011

| | |
|---|------------------|
| Maximum price Xetra | EUR 9.60 |
| Lowest price Xetra | EUR 8.03 |
| Performance 01 July – 30 September 2011 | -3.7% |
| Share price as of 29 September 2011 Xetra | EUR 8.87 |
| Authorised capital | EUR 4,595,044 |
| Market capitalisation as of 30 September 2011 | EUR 40.8 million |

OUTLOOK

The outlook for the current financial year continues to be cautiously optimistic. Reasons for this are the slightly positive development of the overall economy and of the retail sector as well as the overall good performance of the individual concepts. In view of the excellent results for the first nine months, the company considers itself to be on the right track.

Regarding future sales performance, the sale of the 19 TOP TEN salons, which won't contribute any further sales revenue in the fourth quarter, has to be taken into consideration. This step was strategically correct but is going to influence sales negatively in the short-term. Against this background, increasing sales revenue for the full year is not to be expected.

On the other hand, the decision to focus on earnings performance indicators, which was announced at the beginning of the year, clearly reflects positive results in the first nine months. The earnings before tax (EBT) could be increased by approx. 80.0% so far compared to the previous year and also lie significantly above our forecasts. Regarding the exceptional importance of the fourth quarter as well as the sale of the TOP TEN salons, the increase of earnings so far cannot be transferred directly to the full year. Neither of these effects can be specifically quantified at present. But the Management Board expects to achieve the goal of increasing the earnings before tax by at least 5.0% and even to surpass this level in the course of normal business activities.

CONSOLIDATED BALANCE SHEET (IFRS) as of 30 September 2011

ASSETS

| € | 30.09.2011 | 31.12.2010 |
|-------------------------------|----------------------|----------------------|
| ASSETS | | |
| Fixed assets | | |
| Property, plant and equipment | 21,969,325.71 | 23,404,558.51 |
| Goodwill | 19,558,872.10 | 19,558,872.10 |
| Other intangible assets | 147,210.03 | 142,555.22 |
| Other loans | 228,856.12 | 257,921.97 |
| | 41,904,263.96 | 43,363,907.80 |
| Current assets | | |
| Other loans | 38,854.97 | 38,854.97 |
| Inventories | 6,212,831.65 | 6,625,461.10 |
| Account receivables | 140,819.74 | 61,883.76 |
| Other assets | 1,233,468.95 | 587,875.56 |
| Cash and cash equivalents | 2,297,585.36 | 4,916,613.03 |
| | 9,923,560.67 | 12,230,688.42 |
| Total assets | 51,827,824.63 | 55,594,596.22 |

LIABILITIES

| € | 30.09.2011 | 31.12.2010 |
|---|----------------------|----------------------|
| SHAREHOLDERS' EQUITY | | |
| Capital and reserves allocable to the shareholders in the parent company | | |
| Share capital | 4,522,841.00 | 4,522,841.00 |
| Capital reserves | 15,717,699.17 | 15,717,699.17 |
| Revenue reserves | 12,088,020.05 | 12,419,632.20 |
| | 32,328,560.22 | 32,660,172.37 |
| DEBT | | |
| Long-term debt | | |
| Financial debt | 3,827,184.60 | 3,742,389.53 |
| Deferred tax liabilities | 4,826,452.48 | 4,544,354.57 |
| Pension provisions | 844,830.68 | 833,918.00 |
| Other provisions | 1,442,424.28 | 1,441,342.11 |
| | 10,940,892.04 | 10,562,004.21 |
| Short-term debt | | |
| Financial debt | 2,144,324.29 | 2,678,547.36 |
| Accounts payable | 264,386.78 | 2,237,066.95 |
| Current income tax liabilities | 0.00 | 1,268,954.05 |
| Other liabilities | 2,484,394.43 | 2,807,991.33 |
| Other provisions | 3,665,266.87 | 3,379,859.95 |
| | 8,558,372.37 | 12,372,419.64 |
| Total debt | 19,499,264.41 | 22,934,423.85 |
| Total shareholders' equity and debt | 51,827,824.63 | 55,594,596.22 |

CONSOLIDATED INCOME STATEMENT (IFRS)

for the Period from 1 January 2011 to 30 September 2011

| € | 01.01.–30.09.2011 | 01.01.–30.09.2010 | 01.07.–30.09.2011 | 01.07.–30.09.2010 |
|--------------------------------------|---------------------|---------------------|---------------------|-------------------|
| Sales | 95,012,595.63 | 94,010,778.92 | 32,012,756.07 | 31,740,235.65 |
| Other operating income | 964,489.60 | 1,016,947.77 | 542,471.42 | 428,134.30 |
| Costs of materials | -7,596,495.15 | -7,476,531.54 | -2,529,752.08 | -2,543,775.05 |
| Personnel expenses | -54,056,101.80 | -53,851,513.89 | -18,089,853.21 | -18,343,407.73 |
| Depreciation and amortization | -3,653,105.47 | -3,837,760.50 | -1,198,867.39 | -1,266,435.39 |
| Rental and ancillary rental expenses | -19,082,029.62 | -19,080,882.72 | -6,351,124.39 | -6,367,109.71 |
| Other operating expenses | -8,068,151.10 | -8,721,350.74 | -2,746,377.70 | -2,950,808.72 |
| Operating earnings | 3,521,202.09 | 2,059,687.30 | 1,639,252.72 | 696,833.35 |
| Financing income | 15,688.77 | 19,604.49 | 2,917.80 | 7,063.94 |
| Financing expenses | -240,574.46 | -249,514.70 | -88,590.20 | -86,980.17 |
| Net financial expenses | -224,885.69 | -229,910.21 | -85,672.40 | -79,916.23 |
| Earnings before taxes | 3,296,316.40 | 1,829,777.09 | 1,553,580.32 | 616,917.12 |
| Tax expenses | -1,366,508.18 | -724,485.12 | -616,441.88 | -278,279.36 |
| Consolidated net income | 1,929,808.22 | 1,105,291.97 | 937,138.44 | 338,637.76 |

Earnings per share

| | | | | |
|---------|------|------|------|------|
| basic | 0.43 | 0.24 | 0.21 | 0.07 |
| diluted | 0.43 | 0.24 | 0.21 | 0.07 |

CONSOLIDATED CASH FLOW STATEMENT (IFRS)

for the Period from 1 January 2011 to 30 September 2011

| k€ | 30.09.2011 | 30.09.2010 |
|--|---------------|---------------|
| 1. CASH FLOW FROM OPERATING ACTIVITIES | | |
| Cash generated by ongoing business activities | 4,861 | 2,542 |
| Interest paid | -220 | -285 |
| Taxes on income paid | -2,353 | -1,831 |
| Net inflow of funds for operating activities | 2,288 | 426 |
| 2. CASH FLOW FROM INVESTMENT ACTIVITIES | | |
| Acquisition of property, plant and equipment | -2,277 | -2,840 |
| Proceeds from sale of property, plant and equipment | 159 | 3 |
| Acquisition of intangible assets | -72 | -94 |
| Proceeds from the disposal of intangible assets | 0 | 0 |
| Loans paid out | 0 | 0 |
| Loans repaid | 29 | 13 |
| Provision of loans to related parties | 0 | 0 |
| Repayments of loans to related parties | 0 | 0 |
| Interest received | 16 | 20 |
| Net outflow of funds for investment activities | -2,145 | -2,898 |
| 3. CASH FLOW FROM FINANCING ACTIVITIES | | |
| Dividend payouts | -2,261 | -2,277 |
| Buyback of own shares | 0 | 0 |
| Receipts from the taking up of financial loans | 1,764 | 3,291 |
| Repayment of financial debt | -2,265 | -2,498 |
| Net outflow of funds for financing activities | -2,763 | -1,484 |
| Net decrease in cash and cash equivalents | -2,619 | -3,956 |
| Cash and cash equivalents at the beginning of the year | 4,917 | 5,021 |
| Cash and cash equivalents at September 30 | 2,298 | 1,065 |

CONSOLIDATED ABRIDGED NOTES TO THE INTERIM FINANCIAL STATEMENTS

ACCOUNTING STANDARDS

This Quarterly Report has been prepared in accordance with the current accounting regulations of the International Financial Reporting Standards (IFRS). The balancing and assessment standards correspond to those of the last Annual Report as of the end of financial year 2010. Consequently, the Interim Report has to be viewed in context with the audited Annual Report as of 31 December 2010 and its notes.

The consolidated interim financial statements have not been audited. Various information and notes that normally belong to a consolidated financial statement set up according to IFRS have been presented in shortened form or omitted completely.

CONSOLIDATED COMPANIES

No changes have been made in the first nine months of 2011 regarding the consolidated companies.

SEGMENT REPORTING

The requirements for segment reporting have not been met with respect to regional, factual or organisational matters. Further information regarding this can be found on page 70 in the notes attached to the Annual Report, 2010.

EARNINGS PER SHARE

The undiluted and diluted earnings per share in the first nine months of the current financial year amount to EUR 0.43 compared to EUR 0.24 in the previous year.

POST BALANCE SHEET DATE EVENTS

No further crucial events occurred after 30 September 2011.

BUSINESS TRANSACTIONS WITH CLOSELY RELATED COMPANIES AND INDIVIDUALS

Business transactions with closely related companies and individuals can be found on page 104 of the Annual Report 2010. No further business was conducted during the first nine months of 2011.

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