

ACHIM MANSEN (CEO)

# ESSANELLE HAIR GROUP AG



ESSANELLE HAIR GROUP



# Overview

ESSANELLE HAIR GROUP



SALES 2008



CUSTOMER VISITS



SALONS



EMPLOYEES

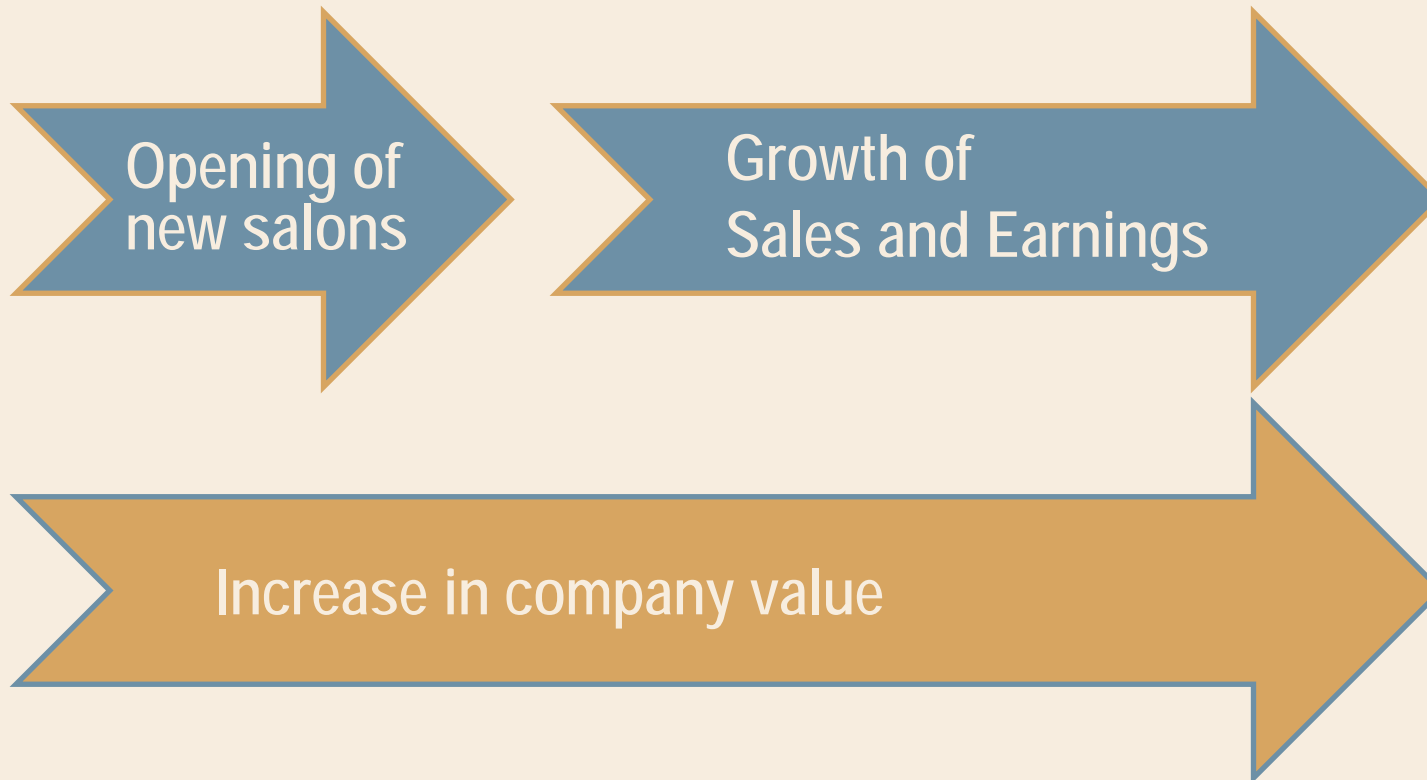
# STRATEGY



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# STRATEGY

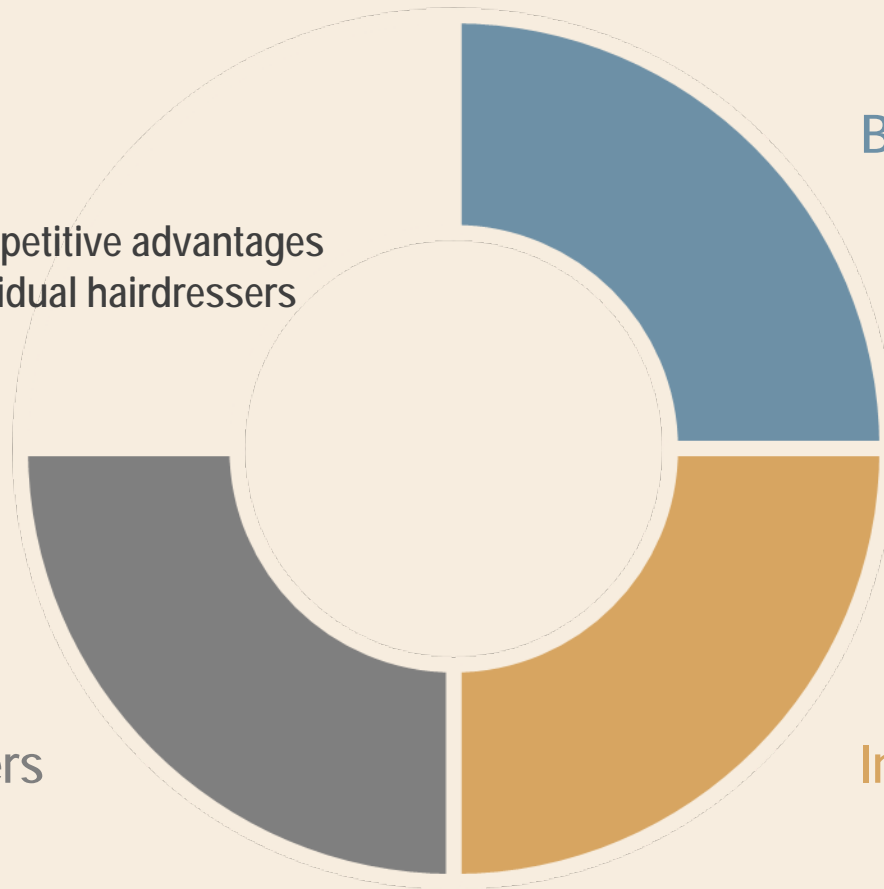
## CONTINUATION OF GROWTH STRATEGY



# MARKET POSITION

## MARKET

- \* Clear competitive advantages over individual hairdressers



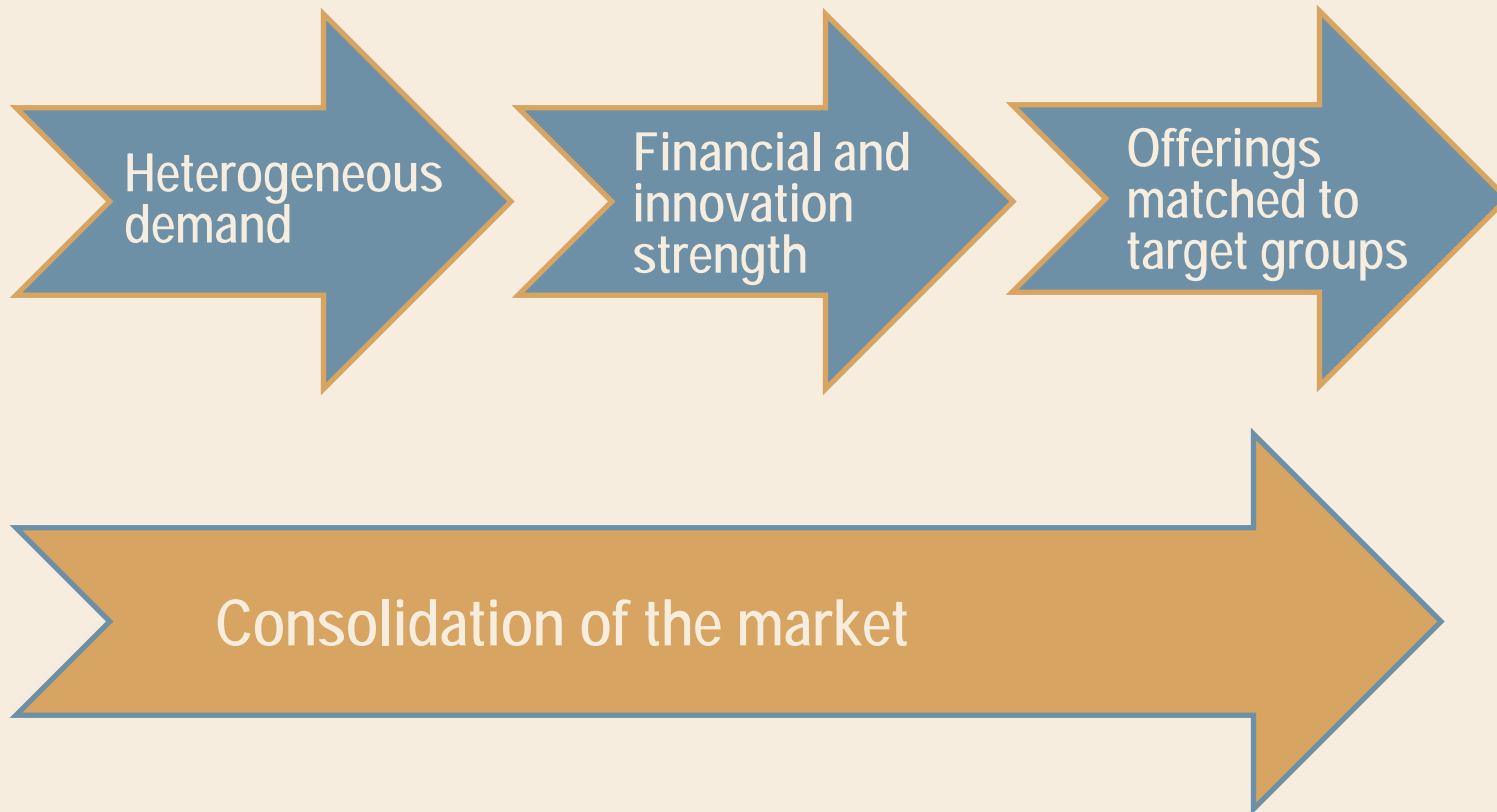
Brand concepts

Location partners

Industry partners

# MARKET POSITION

## BRAND CONCEPTS



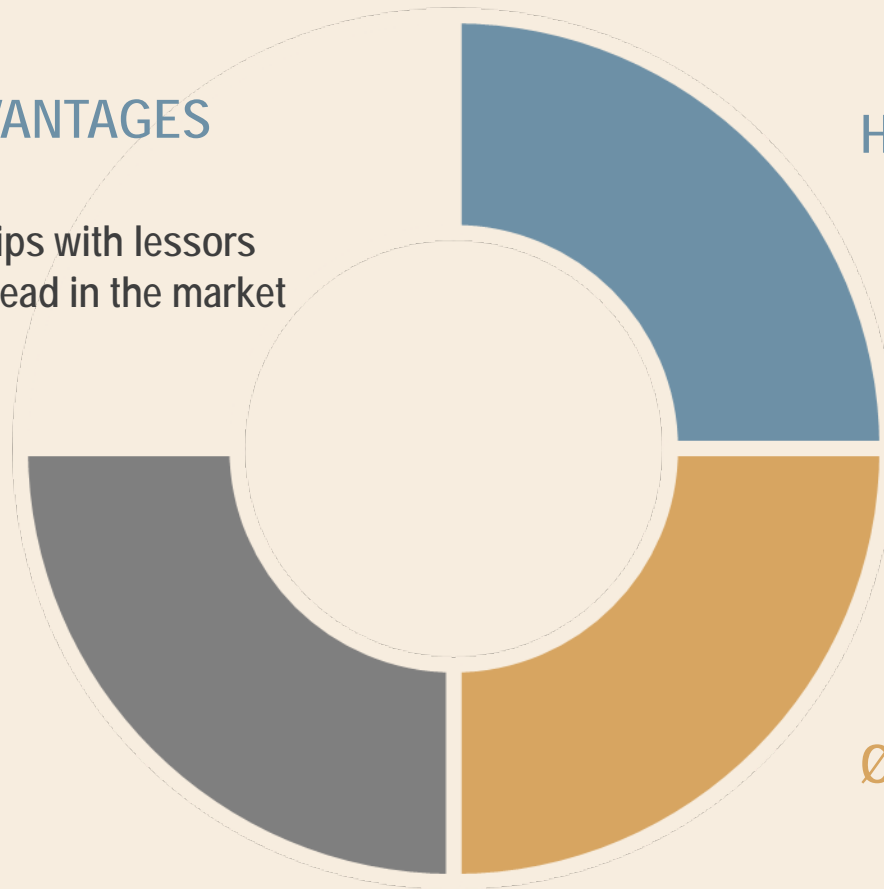
# CURRENT MARKET POSITION



# MARKET POSITION

## LOCATION ADVANTAGES

- \* Partnerships with lessors give us a lead in the market



High frequency

Ø Sales per salons

Prime locations

# MARKET POSITION

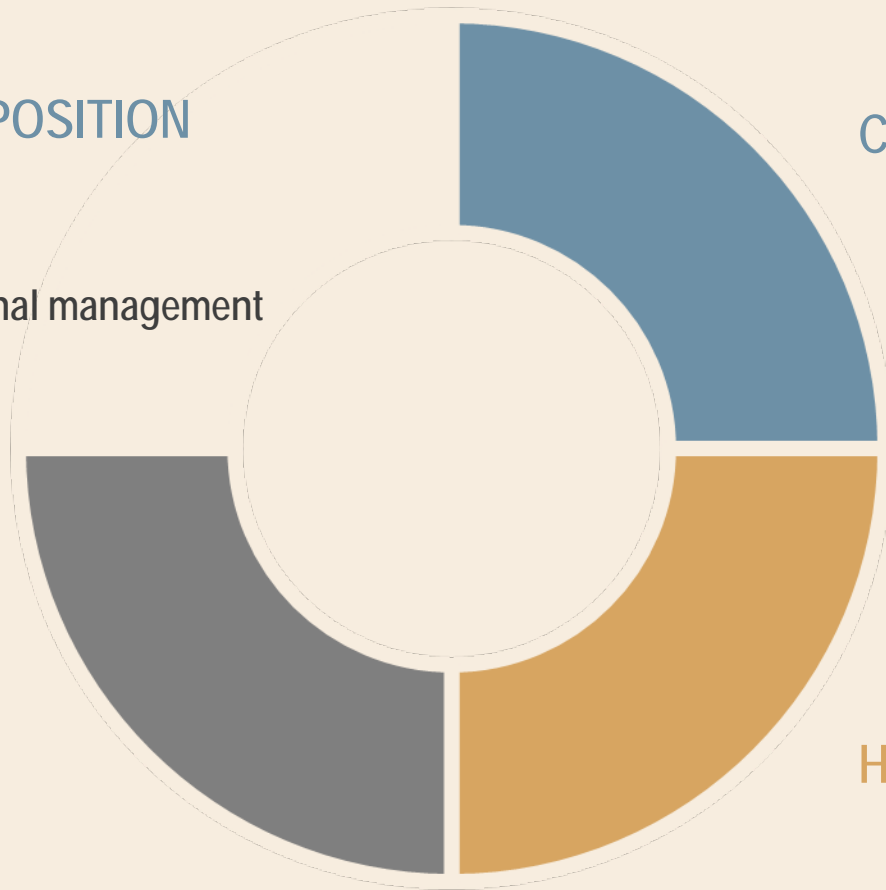
## INCREASE IN PRODUCT SALES

- ✦ Company size and industry partnerships entail advantages in the procurement of products
- ✦ Broad product range in own salons and in conjunction with “Beauty Hair Shop” enable high product turnover with good margin
- ✦ Beauty Hair Shops to be positioned closer to the salons – Essanelle Hair Shop
- ✦ Product sales account for approx. 16% of total sales – far above the market average
- ✦ Sector: over 90% of the customers never or rarely get product recommendations

# COMPANY

COMPETITIVE POSITION  
COMPANY

\* Professional management



Distribution

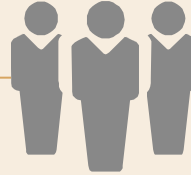
Controlling

HR management

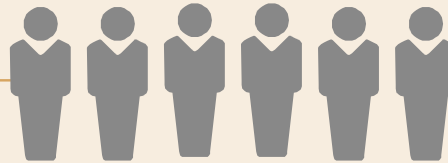
# COMPANY

## SALES STRUCTURE

Management Board



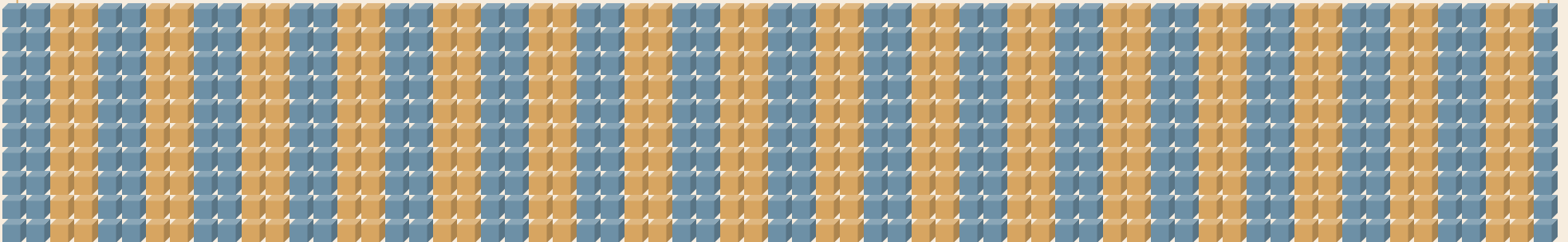
6 Sales Directors



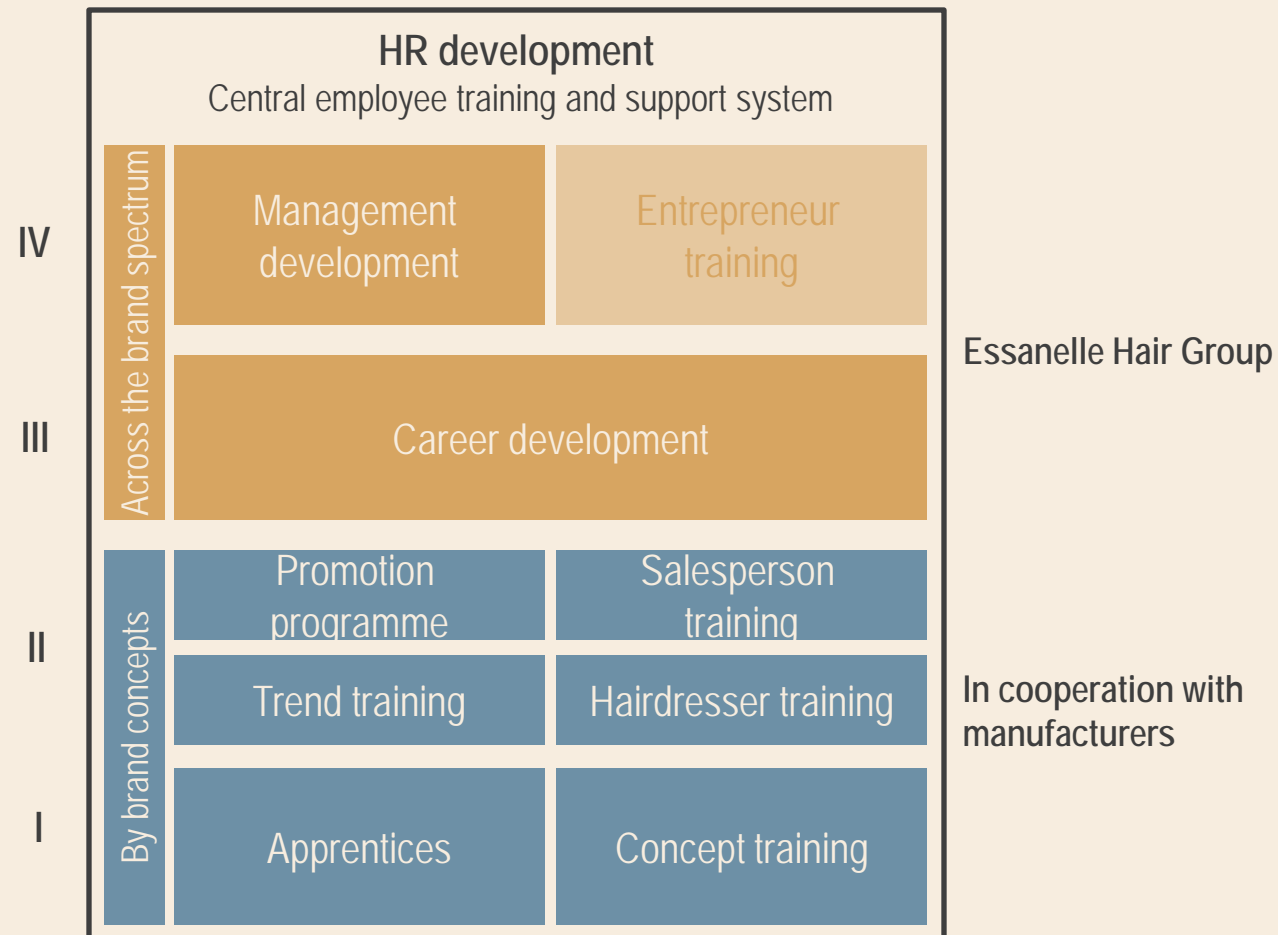
33 Sales Managers



660 salons



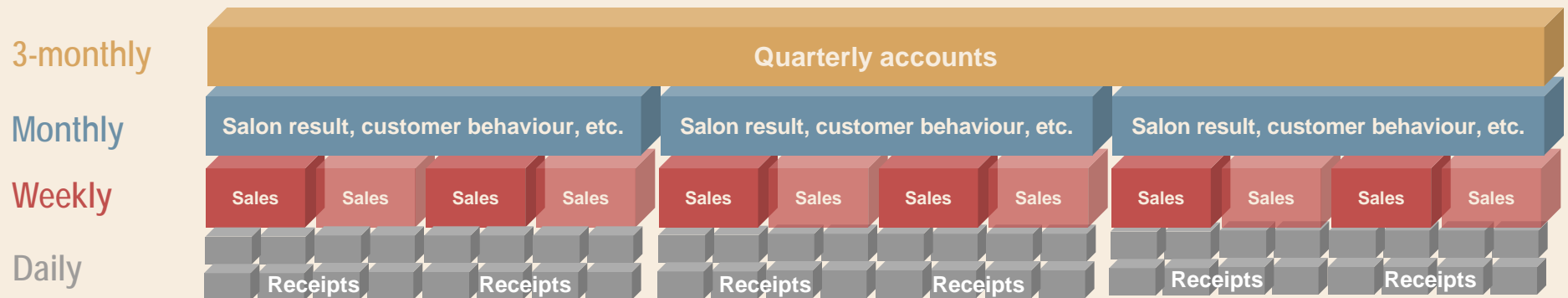
# EMPLOYEE QUALIFICATION



# COMPANY

## CONTROLLING

- \* Timely capture and analysis of all salon data
- \* Daily receipts and weekly sales reports, monthly customer evaluation
- \* Monthly P&L at salon, regional and company level
- \* Professional controlling of salons as profit centres
- \* Swift response

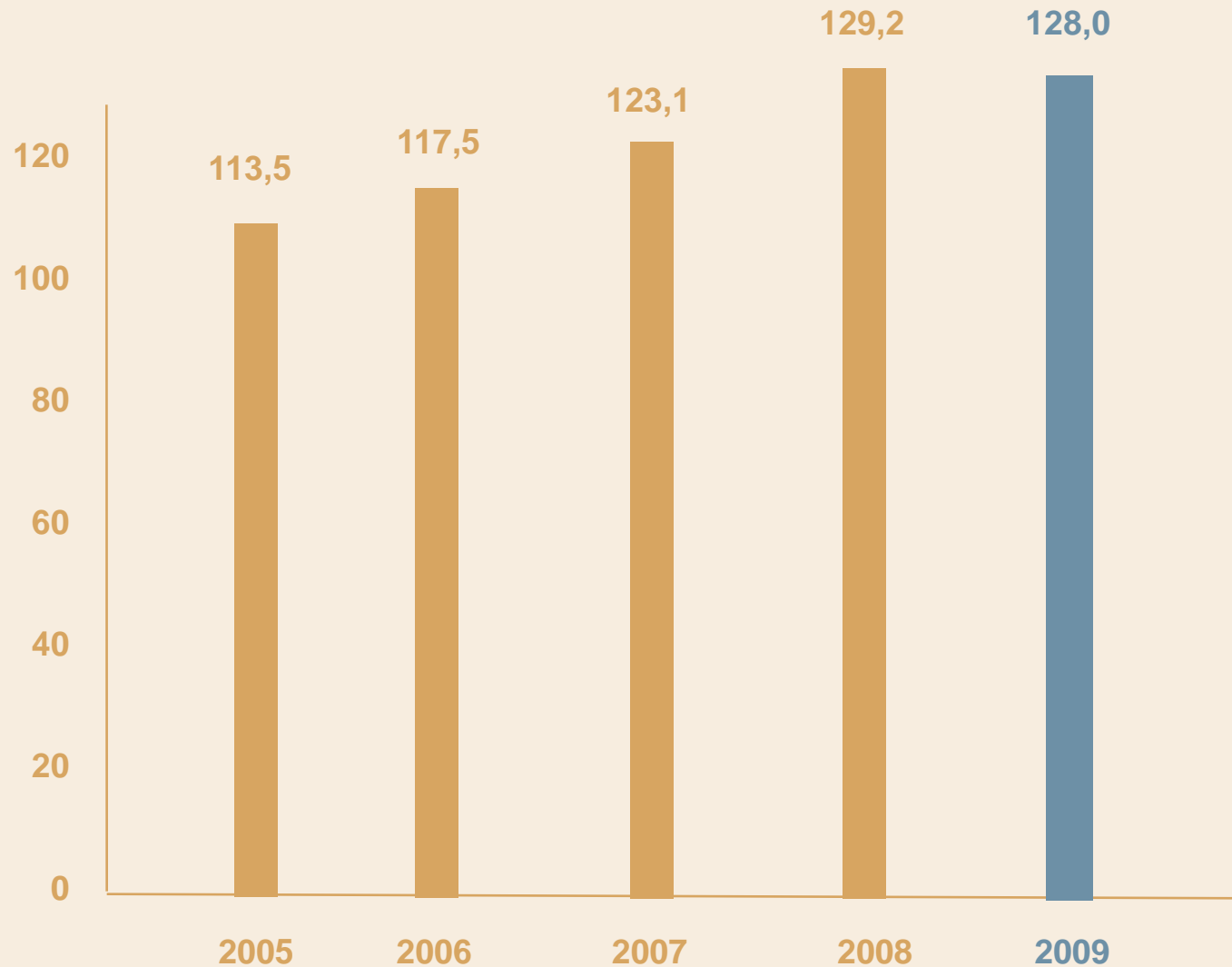


# BUSINESS PERFORMANCE 2009

# SALES PERFORMANCE

2005 - 2009 (in EUR million)

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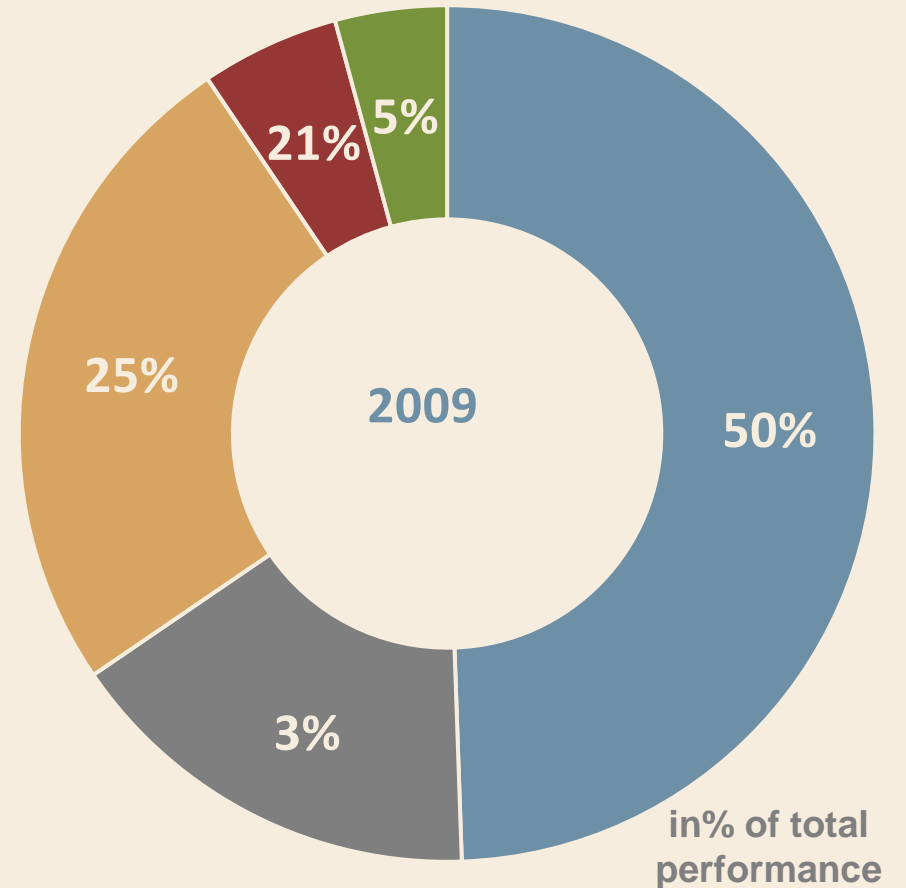


# BREAKDOWN OF SALES

2008 2009 (in EUR million)

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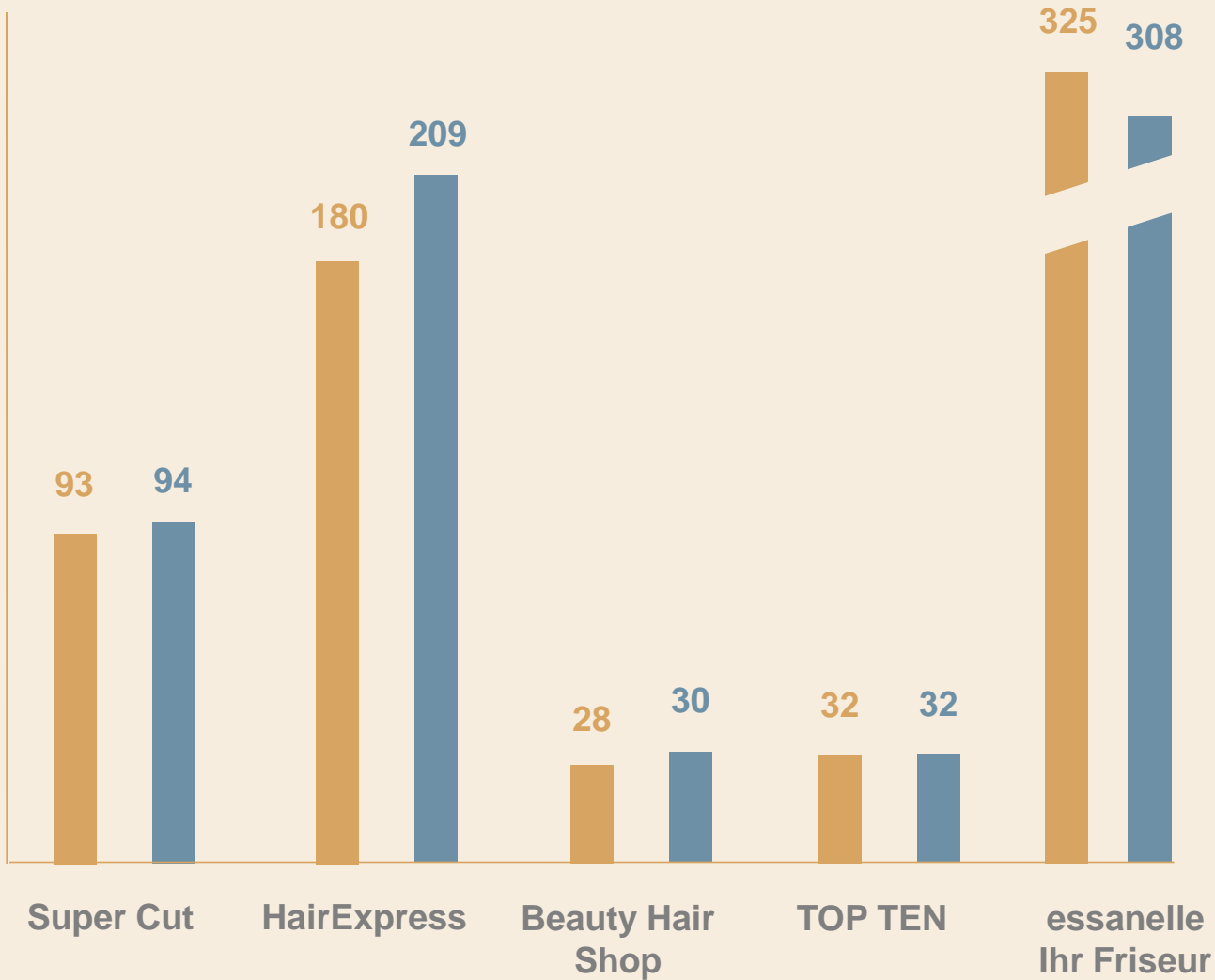
* <b>essanelle Ihr Friseur</b>	69.0 / 63.3	- 8.4%
* <b>Super Cut</b>	20.6 / 20.6	- 0.2%
* <b>HairExpress</b>	27.7 / 32.1	+ 16.1%
* <b>Beauty Hair Shop</b>	6.0 / 6.7	+ 10.6%
* <b>TOP TEN</b>	5.9 / 5.4	- 8.4%



# OUTLETS

## 2008 2009

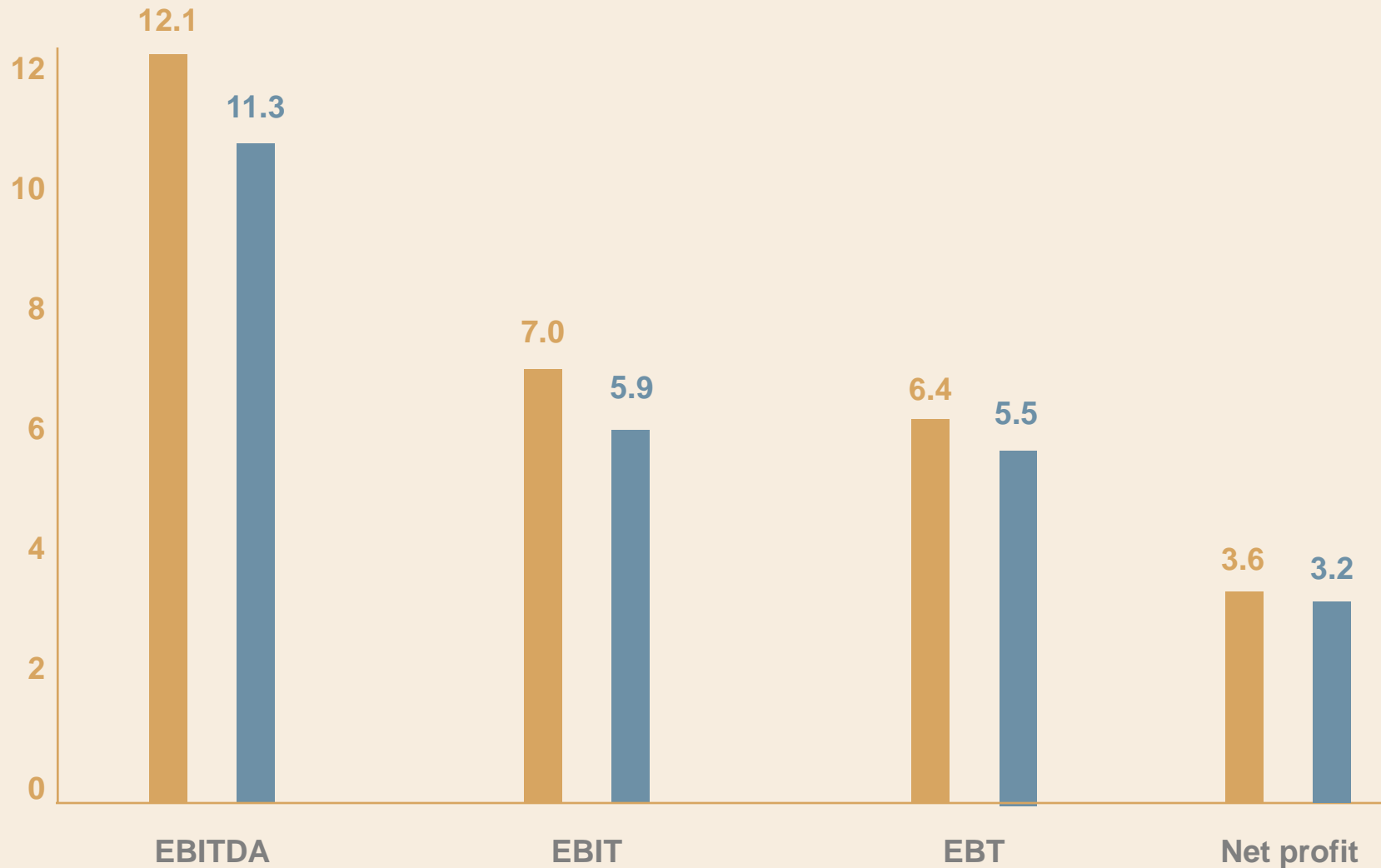
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# EARNINGS PERFORMANCE

2008 2009 (in EUR million)

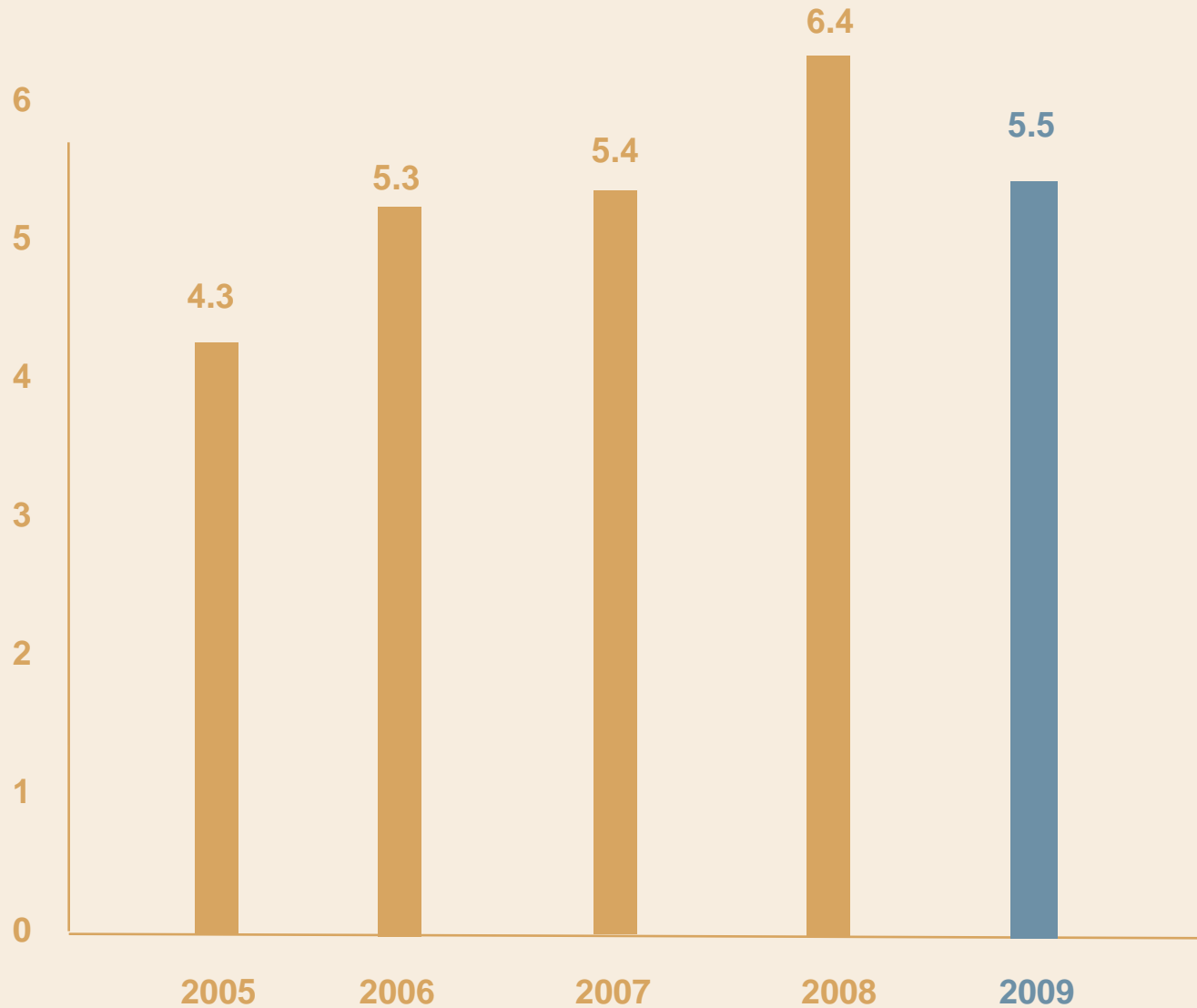
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# EARNINGS BEFORE TAXES

2005 - 2009 (in Mio. Euro)

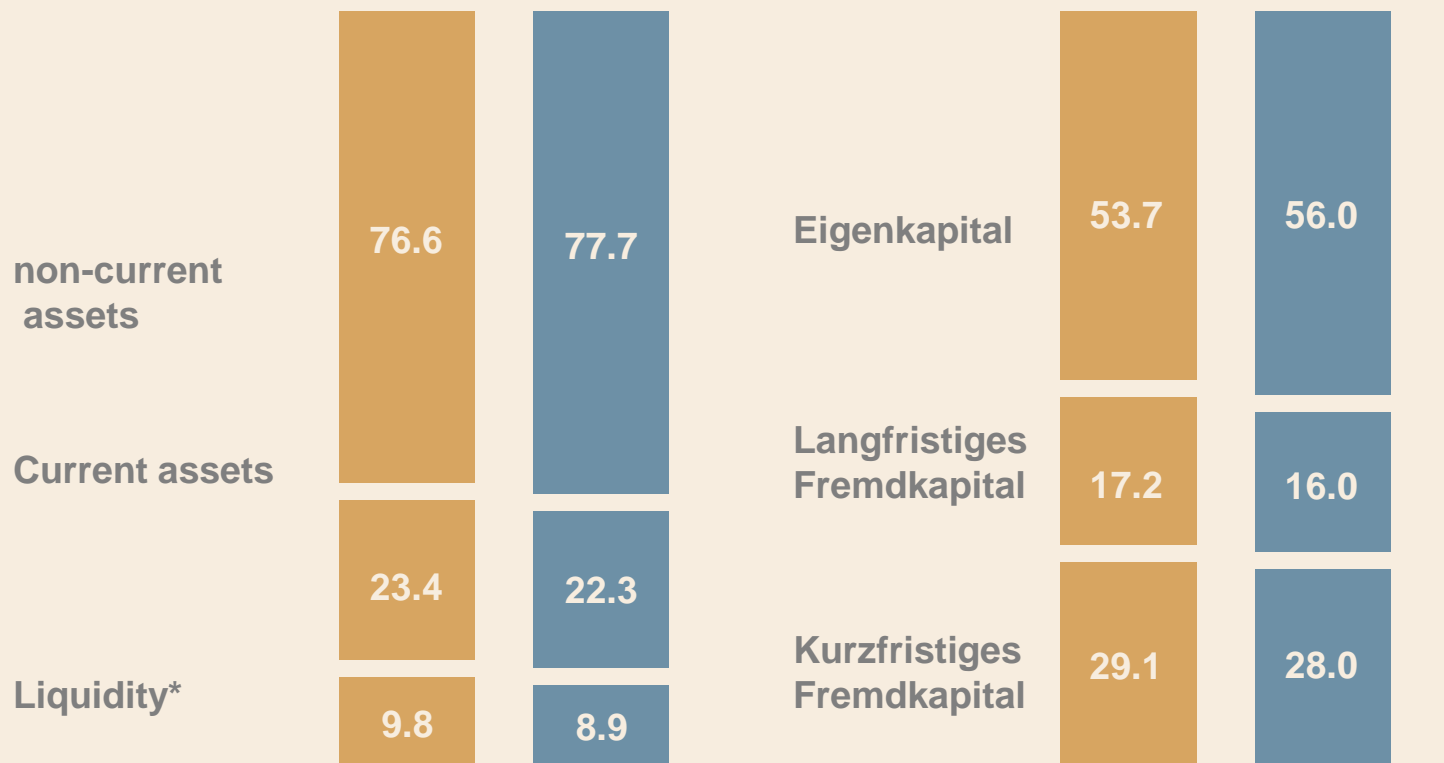
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# BALANCE SHEET STRUCTURE

2008 2009 (in %)

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\*Liquidity also included in current assets

# Outlook

## Outlook for 2010

- \* Exactly forecast to be published in second half of 2010
- \* The future development is currently difficult to foresee:
  - \* Impact of the economic and financial crisis on consumer behaviour
  - \* Weak department store environment – particularly in the case of Karstadt
- \* Medium-term outlook remains positive on the whole
- \* Growth strategy will be continued

THANK YOU VERY MUCH FOR YOUR ATTENTION

GOOD BYE!

  
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