

- **Annual General Meeting supports corporate strategy**
- **50 cents dividend per share for 2009**
- **All agenda items have been approved**

Düsseldorf, 18 June 2010 – The Essanelle Hair Group AG will again pay out a dividend per share of 50 cents for the business year 2009. The vast majority of the company's shareholders approved this at today's Annual General Meeting in Düsseldorf. The Annual General Meeting also adopted all other items on the agenda and supports the Management Board's corporate strategy. Therefore, the current growth strategy will be continued. An exact forecast could not yet be made for the current year.

Today, Chief Executive Officer (CEO) Achim Mansen addressed: "Our successive dividend consistency shows that we again performed well in 2009. In order to sustain this consistency in the upcoming years we will continue our growth strategy this year. However, always keeping in mind last year's numerous closures. We aim to open approx. 50 to 60 new salons in 2010. At this point in time we already have 46 locations under contract."

The Essanelle Hair Group AG started the financial year 2010 with a slight decrease in sales revenues however the improved its key revenue figures. In the first three months, EUR 30.7 million revenues were slightly below last year's figures of EUR 31.0 million. EBT (Earnings before Taxes) rose from EUR 0.2 million to EUR 0.3 million. "It is hard to tell if that trend will continue. However, once we have a better understanding of the current market situation we will publish a more detailed forecast", Mansen said. At the moment, Essanelle Hair Group is expecting a slight increase in sales revenues and key revenue figures.

Contact:

Michael Müller, Haubrok Investor Relations, 0211-30126-106, m.mueller@haubrok.de

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Vorsitzender des Aufsichtsrats:

Fritz Kuhn

Vorstand:

Achim Mansen (Vorsitzender),

Dieter Bonk, Dirk Wiethölter

Sitz: Düsseldorf | HRB 40749

Himmelgeister Straße 103-105 | 40225 Düsseldorf

Fon 02 11.17 48 - 0 | Fax 02 11.17 48 - 290

Postfach 25 02 63 | 40093 Düsseldorf

E-Mail: kontakt@essanelle-hair-group.com

Internet: www.essanelle-hair-group.com

Bankverbindung: Commerzbank Düsseldorf

Konto 420 100 000 | Bankleitzahl 300 800 00

IBAN: DE07 3008 0000 04201000 00

SWIFT-BIC: DRES DE FF 300

St-Nr. 103 5725 1061 | USt-IdNr. DE 201494824