

Active business startup of Einhell subsidiary in Brasil

Einhell Germany AG (ISIN: DE0005654933) which is listed under Prime Standard of Deutsche Börse AG announces that the new subsidiary Einhell Brasil has now started its operative business as planned.

In the first month of the active operation new customers could be acquired so that an expected turnover of around 600,000 BRL (= around TEUR 260) will be generated with them in July. Einhell is very positive about a successful business development in Brasil because the management in Brasil has very good customer contacts and an excellent know how in power tools.

With the latest foundation Einhell Brasil and the formation of Einhell Chile in the year 2008 Einhell Germany develops two important strategic growth markets on the South American continent.

Because of the successful market entry in both countries Einhell Germany AG is encouraged to continue with further countries in South America (e.g. Argentina) and to push forward the foundation of own sales companies in this region.

Landau/Isar 26th July 2010
Board of directors