

Information for the Business Press
released by
Einhell Germany AG, Landau an der Isar

- Einhell Group increased sales and profits
- Increased dividend
- Success through development and deployment of highly qualified staff
- Further growth planned for 2011

Landau a. d. Isar, 7 April 2011

Einhell Group increased sales and profits

The Einhell Group has successfully taken advantage of the 2010 improved global economic environment and, thanks to its newly introduced product portfolio comprising the product lines "Blue" and „Red“, has emerged with enhanced strength from world economic crisis.

Einhell has been enjoying growing customer perception as a supplier of quality products and has succeeded in distinctly raising its worldwide sales. During the business year 2010, consolidated sales rose by 49.7 million Euro to a total of 365.4 million Euro (previous year 315.7 million Euro). The best news: these revenue increases were particularly significant in the domestic market in Germany. During the business year 2010, Germany's sales figures surpassed the previous year's figures by 19%, rising to a total of 145.3 million Euro (previous year 122.5 million Euro). This gain in additional market shares is chiefly attributable to the premium products of the product line "Red" which are enjoying a particularly high-turnover in Germany.

Also the sales figures for the European Union have been growing up. Thanks to a 10% increase, EU turnovers have reached an amount of 145 million Euro. The highest turnovers were achieved in countries like Austria, Poland, and Italy.

Whereas the economic recovery of the Eastern European countries is still somewhat hesitant, high growth rates were achieved especially in Turkey. Business development in South America is equally encouraging. The young corporate affiliate in Brazil had an

excellent start, while the distribution network in Chile continues in its systematic course of expansion.

The international share in the overall consolidated operating revenue is therefore 60%.

During the business year 2010, the Einhell Group succeeded in appreciably strengthening its earning power. The earnings before tax rose by 6 million Euro to a total of 20.2 million Euro (previous year 14.2 million Euro). The profit margin before tax rose in comparison to the previous year to a total of 5.5% (previous year 4.5%).

In the business year 2010 an EBIT-Yield of 5.9% (previous year 5.7%) in relation to the turnover has been obtained. The EBIT amounts to 21.5 million Euro (previous year 18.0 million Euro).

Net profit after minority's interest increased from 10.8 million Euro to a total of 16.2 million Euro.

The profit per share according DVFA rose from 2.9 Euro to 4.3 Euro.

As of the balance sheet date, the Einhell Group boasts a healthy financial situation with an equity ratio of 57.2% and hence a very sound balance sheet structure.

Increased dividend

In view of the group's very encouraging business performance, the Management and Supervisory Boards will at this year's upcoming Annual General Meeting on 17 June 2011, propose a dividend of 0.80 Euro per preferred share and 0.74 Euro per common share.

Success through development and deployment of highly qualified staff

One of fundamental building blocks of the Einhell Group's success is our staff. That is why the development and deployment of highly qualified employees is number one on its list of priorities. The advanced staff training and development programs offered and implemented in 2010 covered the areas of work methodology, IT, language training, and management/leadership. By developing and expanding the employees' skills and qualifications, the Einhell Group creates a solid basis for ensuring long-term company success. That is why Einhell will continue to invest in employee development in the future, both in Germany and in the international Group companies, with a view to making profitable and efficient use of all the opportunities arising from the Einhell Group's expansion.

Further growth planned for 2011

The Einhell Group's 2011 development shows that the long-term expansion strategy pays off. That is how Einhell managed to bolster its presence both in the established markets and in the growth markets, and to profit from the latter's economic growth. Einhell sees considerable future growth potential in continued international expansion.

Moreover, Einhell is dedicated to proactively increasing its efficiency and effectiveness in international logistics. Also, worldwide customer service necessitates the strong presence of a global service organization to highlight its position over that of the competition.

After a very successful business year 2010, the Einhell Group is looking forward to the future with optimism and very ambitious goals. For the business year 2011, Einhell is planning another 5-10% increase in sales. In view of these sales profits, the Einhell Group expects to realize in 2011 a profit before taxes comparable to 2010.

Einhell is highly committed to seizing all of its opportunities in global competition.

Landau a. d. Isar, 07 April 2011

The Board of Directors

Contact:

Helmut Angermeier

Authorized Representative

Postfach 1 50

94402 Landau/Isar

Tel.: 09951/942-166

Fax: 09951/942-293

Email: Helmut.Angermeier@einhell.com