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

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Landau/Isar, 25 April 2016

Einhell Group increased revenue and profit considerably in 2015

Despite difficult market conditions at some regions the Einhell Group was able to increase revenue significantly in comparison to the previous year.

In 2015 Einhell generated revenue of € 443.8 million (previous year € 416.4 million).

In the D/A/CH region (Germany, Austria, and Switzerland), revenue increased to € 175.6 million (previous year: € 164.5 million). The share in consolidated revenue amounts to 39.6%.

Revenue in the rest of Europe increased in comparison to the previous year. There was a total revenue increase of 7.9% from € 133.5 million to € 144.0 million. The most important sales markets in the financial year 2015 were still Italia, France and UK.

The other countries and South America also generated significant increases in revenue. As against the previous year, revenue increased by € 13.6 million to € 116.7 million (previous year € 103.1 million). The revenue was generated mostly by subsidiaries at South America and Ozito Industries Pty Ltd in Australia and New Zealand. Ozito Industries Pty Ltd realized revenue of € 85.6 million (previous year € 73.2 million) in the last financial year.

The Einhell Group generated earnings before tax and without considering purchase price allocation effects because of the acquisition of Ozito Industries Pty Ltd of € 13.7 million. The yield amount to 3.1%. Considering PPA-effects earnings before tax amount to € 11.8 million (previous year € 5.1 million); pre-tax yield amount to 2.7% (previous year 1.2%).

It was very pleasant, that the gross profit has increased in spite of the difficult economic conditions.

An EBIT-yield of 3.1% (previous year 2.0%) in relation to the turnover has been obtained in the business year 2015. The EBIT has increased in comparison with the previous year and amount to € 13.9 million (previous year € 8.4 million).

The net income after minority's interest has increased in the business year 2015 from € 1.6 million to € 7.4 million.

The profit per share after minorities interest amount to € 1.9 (previous year € 0.4).

The Einhell Group continues to show up a very solid balance sheet structure with an equity ratio of around 52.5%.

Increased dividend distribution

Einhell follows its profit-oriented dividend policy. The board of directors and the supervisory board will propose at the general meeting on 10 June 2016, a dividend for the listed preferred shares of € 0.60 per share and for common shares € 0.54 per share.

International expansion

To enable a long term success and to boost the competitive position, Einhell will follow its expansion strategy also in the future. In addition to expanding existing customer relationships, the Group intends to make consistent efforts to break into new markets. Einhell thus intends to position itself as a global supplier with a highly attractive product range and benefit from economies of scale through higher sales volumes. The internationalisation process in Europe is already very advanced. The Group generates most of its revenue in Europe today. The further internationalisation outside of Europe is considered to be important in order to tap into additional growth fields and also gradually reduce the dependence on Europe. Through the positioning in regions outside of Europe, the Einhell Group optimises its global risk portfolio and thus tries to better balance out seasonal and especially regional economic downturns.

E-Commerce

The Einhell Group will consistently continue to pursue the expansion of its digital competence and capacity to act in all of its business divisions. Strategic decisions and measures to promote this goal continue to be implemented to ensure the organisation's future and to secure competitive advantages, develop new business opportunities and revenue potential resulting from the digital revolution. The establishment of the online retail channel will also take place in close cooperation with our existing sales partners to optimise the presentation of our products in the field of e-commerce and add even more sales information.

Power-exchange-system

The Einhell Group will offer high-quality and innovative products to the end consumers. We want to try and gain additional market shares in various regions with the help of the new Power X-Change system. There is no master battery concept comparable to that of Einhell on the European market. Various devices from both the Tool and the Garden & Leisure segment can be operated with one and the same battery. We will develop the Power X-Change system even further in order to be able to offer the master battery system in as many areas as possible. It is also very important for us to

not only entice enthusiasm from our trading partners and end customers, but to also win external partners for our platforms.

Forecast for the business year 2016

Although the market environment presents itself to be very fragile, the Einhell Group expects a positive development in sales and earnings. Taking into account all influencing factors the Einhell Group expect a slight increase of the revenue to around € 455 million. We further expect a pre-tax yield without considering effects out of the purchase price allocation of around 3.5% (including purchase price allocation effects of around 3.0%). The forecast is slightly higher than the achieved yields of recent years.

Press conference (audioconference)

We invite you to ask questions to our chief financial officer personally. Therefore we will organize a conference call on 29 April 2016 at 10 am (conference language: German). The in-dialing number are published at our homepage www.einhell.com (investor relations – financial appointments).

Landau/Isar, 25 April 2016

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