



PRESS RELEASE

Ahlers reports 7.6 percent revenue growth for H1 2013/14

- **Decision taken to continue Gin Tonic after successful restructuring**
- **Forecast for operating revenues and results of Ahlers remain positive**

Herford, June 26, 2014. The Ahlers Group continued to grow strongly in the second quarter of 2013/14. As a result, preliminary sales revenues for the first six months of 2013/14 increased by 7.6 percent to EUR 123.9 million (H1 2012/13: EUR 115.2 million). Due to the sales growth, preliminary EBIT before special effects and the preliminary consolidated net income increased by 180 percent to EUR 3.1 million and by 70 percent to EUR 1.7 million, respectively. The final figures will be published on July 15, 2014.

Gin Tonic to be continued permanently

The Management Board has decided to continue Gin Tonic, the casual brand, and to develop it as planned. Following the successful restructuring, sales revenues have stabilised and the brand's wholesale business has grown lately.

To optimise processes and streamline the organisation, Gin Tonic will move to Herford. The branch in Sindelfingen will be closed with effect from June 30, 2015. Most administrative functions will be integrated into the Herford organisation. Key employees working in product management and sales are to be taken over. About 43 jobs will be cut in Sindelfingen, while 7 additional people will be employed in Herford. The present Gin Tonic management will be retained, with Michael Bach serving as Director of Product Management, Daniel Kraus as Financial Director and Andreas Koerfer as Sales Director. There will be no changes for the company's customers.

"We clearly stand behind Gin Tonic and welcome the positive development," said Dr. Stella A. Ahlers, CEO of Ahlers AG. "The brand's relocation to Herford is a necessary step, as it will allow us to effectively increase the potential at the POS and benefit from the synergies with the Ahlers organisation in Herford."

Operating forecast for revenues and earnings of Ahlers remains positive

The projections regarding Ahlers' operating revenues and results remain unchanged and are supported by the good first-half figures. The Management Board expects sales revenues in the full year 2013/14 to grow by 5 to 6 percent, while EBIT before special effects are projected to increase at a clearly double-digit rate. The restructuring expenses incurred in conjunction with the closure of the Gin Tonic Sindelfingen branch will keep the consolidated net income for 2013/14 at about the prior year level (2012/13 consolidated net income: EUR 5.6 million). So far, the Management Board had projected net income of about EUR 7 million.



Starting FY 2014/15, the move will have a strong positive impact on Gin Tonic's and the Group's result.

Inquiries should be sent to:

Ahlers AG
Götz Borchert
Head of Marketing & Corporate Communications
Phone: +49 (0)5221/ 979 270
E-mail: goetz.borchert@ahlers-ag.com

Yvonne Georgi
Ahlers AG
Public Relations
Phone: +49 (0)5221/ 979-260
Fax: +49 (0)5221/ 979-274
E-mail: yvonne.georgi@ahlers-group.com