

Ad-hoc announcement pursuant to § 15 WpHG

**Ahlers AG, Herford**

ISIN DE0005009708 and ISIN DE0005009732

**At EUR 72.9 million, sales revenues in Q1 2013/14 are up by 9.1 percent on prior year period. First-quarter EBIT before special effects also increases by a strong 28 percent due to the higher revenues.**

Ahlers has started the year with strong revenue and earnings growth. Thanks to good stock business and own Retail sales, higher pre-order sales and earlier delivery of the spring/summer 2014 season, sales revenues in the first quarter of 2013/14 increased by 9.1 percent to a total of EUR 72.9 million (previous year: EUR 66.8 million). Preliminary EBIT before special effects also picked up sharply from EUR 5.8 million to EUR 7.4 million (+27.6 percent). There were positive special effects in the first quarter of the previous year, which did not recur this year. Accordingly, the preliminary result after tax, at EUR 4.9 million, is just slightly above previous year's EUR 4.6 million (+6.5 percent).

Based on first-quarter sales revenues, pre-sales for the spring/summer season and the first order intake trends for the autumn/winter season, the Management Board projects revenue growth of +3 to +5 percent (2012/13 revenues: EUR 246.7 million) and consolidated net income of about EUR 7 million (2012/13: EUR 5.6 million).

The final figures for the first quarter of 2013/14 will be published on April 10, 2014.

Herford, March 11, 2014

The Management Board

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