

With this recommendation the board would like shareholders to participate in the amount for distribution resulting from the success of the financial year 2007. The group management is looking forward positively to the future of the Einhell group.

New Market presence The company objective of differentiation from competitors' products played a special role in the financial year 2007. The entry onto the market of the EINHELL brand and the thereby closely linked brand portfolio, product design and packaging were tested. In order to increase the recognition effect the Einhell group developed two new product lines: BLUE and RED. The two new product ranges differ in price and design. The "Blue" Line should characterise the entry level price and the "Red" Line the higher price segment. Whereby, although the prices here remain below those of the current market leaders, the products clearly distinguish themselves through design, exclusiveness and customer service. In addition to the desired effect on customers, by means of this launch the efficiency in logistics and sales can also be increased. The introduction onto the market of the two ranges is being done gradually.

Increase in turnover through international expansion The Einhell group's long-term strategy is directed towards increase in turnover with consistently good returns. For this the group has, above all, to concentrate on new markets.

In the financial year 2007 new group companies could be set up in the Czech Republic, Turkey, Greece and China. At the beginning of 2008 Einhell was also able to integrate Chile into the group. With that Einhell now also has its own company in South America. Further Einhell companies are planned.

Einhell continues to be successful The Einhell group achieved its ambitious targets for 2007. Because Einhell has already achieved a very high level of market penetration in its main markets, it is concentrating on new international markets. Thanks to its success in international business the group management feels confident in its long-term target of increased turnover with consistently good returns.

It is planned to reach a turnover of E400m - E420m in 2008. In 2008, business up to now has been very satisfactory.

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The Board of Directors

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